MCNE-038

MASTER OF BUSINESS ADMINISTRATION (MBAEV)

00094

Term-End Examination

June, 2013

MCNE-038 : RETAIL MARKETING

Time : 3 hours   Maximum Marks : 100

Note :   (i)   Attempt **any five** questions.
         (ii) All questions carry **equal** marks.

1. Define Retail and explain the Retail organisation   **20**
    in detail with the help of an example.

2. Explain the different theories of Retail   **20**
    Development and the relevance in the Indian
    context with the help of suitable examples.

3. (a) What do you mean by Internationalisation   **10**
         of Retail ?
    (b) Briefly explain the Retail in the Indian   **10**
         Context.

4. Is it necessary to understand the behaviour of   **20**
    Retail Customers ? How far consumer behaviour
    theories are relevant in terms of Retail
    Marketing ? Explain with help of suitable
    examples.

5. Write short notes on the following : 4x5=20

   (a) Retail Market Segmentation

   (b) Marketing Strategies in Retail

   (c) Retail Locations

   (d) Financial Strategy in Retail

6. (a) What do you mean by Category 10
   Management ? Explain its relevance in the
   Retail Marketing with the help of an
   example.

   (b) Is Human Resource Management an 10
   important aspect in the Retail Marketing ?
   Discuss with the help of suitable example.

7. Define Customer Relationship Management 20
   (CRM) in Retail Marketing and explain its
   importance with the help of an example.

8. (a) Discuss the importance of Information 10
   systems in Retail Marketing.

   (b) Define branding. Explain the need of 10
   branding in Retail Marketing with the help
   of suitable examples.