

**M.A. IN FASHION RETAIL MANAGEMENT
PROGRAMME (MAFRM)**

Term-End Examination

June, 2011

**MFM-033 : RETAILING & MARKETING
STRATEGIES**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any two questions from Section A.*
(ii) *Section B and C are Compulsory*

SECTION - A

1. What is sustainable competitive advantages ? 25
Explain this concept with the help of two examples of retailers who have established multiple sources of sustainable competitive advantage.
2. Describe the strategic retail planning process. 25
What factors influence the steps of the planning process and how ?
3. What is the GAPS model for improving retail service quality ? Discuss . Explain by a hypothetical example of a retail service, the communication gap in retail service quality. 25

SECTION - B

4. Write short notes on the following : 5x8=40

- (a) Shopping Malls
- (b) Terms of a lease
- (c) Reverse logistics
- (d) Pull and push supply chain
- (e) Net profit

SECTION - C

5. (i) The topmost portion of the customer pyramid, used for segmentation of loyal customers is occupied by the _____ segment. 4x2=
- (ii) _____ is a type of data analysis that focuses on the composition of the basket of products purchased by a household during a single shopping occasion.
- (iii) _____ and _____ are two paid personal communication methods.
6. True or False : 2x1=
- (i) Amongst communication methods flexibility is the lowest for mass media advertising.
- (ii) Shoppers stop is a department store format of RPG group.
- _____