

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2014-16) (Mktg.)**  
**Fifth Trimester Examination December 2016**

<b>Subject</b>	<b>Retail Marketing</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>28.12.2016</b>

**NB:** 1 Questions **No. 1** is **compulsory and carries 20 marks**  
2 Answer **Any 4** from Q2 to Q7. All Questions carry equal marks (10 marks)

**Q1** “Retailing is defined as last change of hands in supply chain” Discuss. How will you differentiate between “Value” and “Lifestyle’ retailing? Why Value retailers are growing globally and are dominating retail industry?

**Q2** Explain following pricing strategies in retailing (**ANY 2**)  
a. Market  
b. Loss Leadership  
c. Predatory

**Q3** Answer in detail (**ANY2**) of the following  
a) Hyper Market  
b) Fixed price retailers  
c) Cash and Carry format.

**Q4** Classify different types of customers based on a) Buying Motive and their b) Purchase Psychology

**Q5** Enumerate in detail the product strategies in different retail formats as to-  
What to keep? How much to keep? How much to Sell?

**Q6** What do you mean by Plannogram in a layout? Explain the placement strategies of different categories within the store

**Q7** Write short note on to (**ANY 2**) of the following  
a) Foot fall conversion ratio  
b) Number of SKU  
c) Average ticket size