

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2018-20) (Marketing)
PGDM Trimester IV Examination September 2019

Subject	Retail Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	04/10/2019

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

I. Answer the following 32 Marks (Compulsory)

You are the CEO of the company that manufactures and sells premium fashion apparel and accessories like earrings, bracelets and other artificial jewelry for women. Your brand is called "Tina". You have recently put up a manufacturing facility at Bhiwandi and are planning to commence manufacture on a large scale. You have to however take decisions on certain key issues relating to site location, promotion, segmentation, targeting and positioning.

Questions (8 marks each)

1. You have decided to target the western region of India and want to open your dedicated store in Mumbai. You are seriously considering Thane as a location as it is an upcoming market. What are the factors that you will consider while deciding on a site in Thane for your shop? Do you want a stand-alone outlet or an outlet in a mall? Give reasons for your answer.
2. What kind of layout would you choose for your shop? Give reasons on why you want to select this layout
3. Explain the strategy for Segmentation- Targeting- Positioning that you would use
4. What are the promotional strategies that you would use for your retail outlet?

II. Attempt Any FOUR from the following Questions – 28 marks

1. What are the factors that need to be considered while evaluating trade areas for a retail pharmacy store?
2. Explain the key drivers for the growth of the retail industry in India. What are some of the challenges that online retailers face in India today?
3. "Customer service is more important for store based retailers than electronic retailers". Do you agree with the above statement? Explain your answer with appropriate reasoning.
4. Explain the GAPS model of Service Quality. For each gap, describe the factors leading to the gap and also outline the measures which the retailer can use to close these gaps.
5. What are the factors that retailers must take into account while setting retail prices? Discuss some of the commonly used pricing strategies in the retail business.