

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)

Third Semester Examination October/November 2014

MMS-III	Subject	Marketing	Retail Management (RM 03)
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	01.11.2014

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

Q1) 20 Marks (Compulsory)

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

Attempt any FOUR from the remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- What are the parameters while selecting the area within city for a store?
- What are different types of competitions?
- What do you mean by the term “Catchment area” in retail

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Define:

- Loyal Customer
- Cherry Pickers
- Window shoppers

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Distinguish between:

- Market pricing and Active Pricing
- Leadership pricing and Predatory pricing
- SIS and Rack jobbers

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

State the use and importance of the following fixtures in retailing:

- Gondola
- End Cap
- Wall Browsers

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write short note on:

- Tele shopping
- Catalogue retailers
- Fixed price retailers

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write short note on:

- Different types of lighting in retailing
- Markup and Margins
- Average ticket size v/s Item per bill