

MMS III (Mktg.)
RM 03

23-10-2013.

ROLL NO. Retail Management MARKS: 60

NO. OF QUESTIONS: 07 DURATION: 03 HOURS

TOTAL NO. OF PRINTED PAGES: 01

QUESTION NO. 1 IS COMPULSORY – ATTEMPT ANY FOUR OUT OF REMAINING SIX QUESTIONS – (ALL SIX QUESTIONS HAVE THREE SUB QUESTIONS – ANSWER ANY TWO – ALL SUB QUESTIONS ARE OF FIVE MARKS)

Q: 1 CASE STUDY (COMPULSORY) (20 MARKS)

APNA BAZAAR has been a trusted name in the Organised Retail Segment. A modest and moderate brand, APNA BAZAR which is a Co-operative initiative is losing its dominate position to CORPORATE driven Retail Organisations like SPINACH, MORE, RELIANCE FRESH etc. APNA BAZAR has now been assured state funding to compete with these up-market Retailers. You as a General Manager of APNA BAZAR kindly work out a revised Retail Strategy including Merchandising, Stores layout, Floor space, Visual merchandising as well as Promotional Strategies so as to revamp the Stores operations.

Q: 2 a) What is importance of Customer Relationship Management in Retail operations.

b) What are the four Ps of Retail Marketing?

c) What is Franchising?

Q: 3 a) Discuss the three Basic functions of Retailing

b) What are Departmental Stores?

c) What is Multi-Channel Retailing?

Q: 4 a) Elaborate Strategic Retail Planning Process.

b) Discuss Assortment Planning Process.

c) What is role of Information Technology in Retail?

Q: 5 a) Discuss Sales Forecasting in Retail Operations

b) What is Variety and Assortment in Retailing?

c) What are High/Low Pricing and Every day low pricing (ELDP)?

Q: 6 a) What are the functions of Store Managers?

b) Discuss importance of Stores Locations.

c) Discuss Grid and Free-flow types of Store Layout.