

Retail management  
[Marketing] 15/10/08

# RM 03

15/10

Roll No.:

TOTAL MARKS: 60

Duration : 3 Hrs.

## SECTION I

Q: 1 ANSWER BRIEFLY (15 MARKS)

- A) What is Retail Marketing Mix?
- B) What is Cooperative Retailing?
- C) What is Basic Stock Method (BSM)?
- D) What is Institutional Advertising in Retailing?
- E) What is Mark-up in Retail Pricing

Q: 2 A large Departmental Store Organisation with 15 stores spread across the country wants to launch a In-house Brand of Casual Shirts. Store has a Brand image of premium store and is a respected Brand. Do you feel the Stores should go ahead and launch the In-house Brand? – Draw out the Retail Strategy for the In-house Brand. (15 MARKS)

## SECTION II

ANSWER ANY THREE QUESTIONS IN THIS SECTION  
ALL QUESTIONS CARRY EQUAL MARKS OF 10 MARKS EACH

Q: 3 What is the relevance of Merchandising in Organized Retailing?  
What is the role of Merchandiser in Modern Retailing?

Q: 4 What is Retail Marketing Mix? Discuss in details all four Ps of Retailing?

Q: 5 What are different Advertising Strategies followed by various Retailers?

Q: 6 What is franchising? What is the future of Franchising in India? Will Franchising change the Retailing scenario in India? Discuss in detail