

RM 03

TOTAL MARKS: 60

TIME: 03 HOURS

PAGES: 02

Roll No. _____

ALL QUESTIONS IN THIS SECTION ARE COMPULSORY,
Section I & Section II to be solved on same Answer Book.

SECTION I

Q: 1 ANSWER BRIEFLY (15 MARKS)

- A) What is Basic Stock Method (BSM)?
- B) What is Mark-Down in Retail Pricing?
- C) What are Chain Stores?
- D) What is Organized Retailing?
- E) What is Visual Merchandising?

Q: 2 APNA BAZAR has been a trusted name in the Organised Retailing Sector. APNA BAZAR which is a Co-operative initiative is losing its dominant position to CORPORATE driven Retailers like SPINACH, MORE, RELIANCE FRESH etc. The Stores have been assured State funding to compete with these Up-market Stores. You as Retail Consultant:

- A) Draw the Merchandising revamping Plan for APNA BAZAR.
- B) Draw the Brand Positioning Strategy for APNA BAZAR.
- C) What should be the Customer Retaining Strategy of APNA BAZAR?

(15MARKS)

Contd ... 2

(02)

SECTION II

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

Q: 3 Discuss in details the relevance of Kirana Stores in the Retail scenario of India and the effect on the viability of Large Retail Outlets? Can these exist side by side profitability?

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

Q: 5 What are different Sales Promotion Strategies normally implemented by Retailers?

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