

MMS-III
Marketing
Retail Management
RM 03

27-10-2010

ROLL NO.

TOTAL NO. OF PRINTED PAGES: 02

TOTAL NO. OF QUESTIONS: 06

MAXIMUM MARKS: 60

DURATION: 03 HOURS

SECTIONS: 02

NOTE: ANSWER BOTH THE SECTIONS IN THE SAME ANSWER BOOKS

ALL QUESTIONS ARE COMPULSORY IN SECTION I

SECTION I

Q: 1 CASE STUDY (20 MARKS)

In a very novel scheme M/s DEKAY RETAILERS PVT LTD want to launch in India a chain of Retail Outlets based on the concept of Only For Ladies Footwear Outlets on similar lines of BATA Stores. In the Branded Retail Space BATA has over 1200 outlets. BATA is also focusing on Ladies Footwear Market which is about 40% of the total Footwear Market however 75% of this Female segment is dominated by Unorganised Retail Sector. Historically ladies are seen as price sensitive customers however with incomes rising, brand consciousness is also increasing. Ladies Footwear segment is growing faster than the mens segment and buying habits are also changing very fast. You are appointed as Vice President – Marketing and required to formulate the total Marketing Strategies to make the Concept a big success.

As Marketing Head please formulate the following Strategies

- 1) How would you Brand the Store
- 2) What would be demographic and psychographic profile of your Target Audience?
- 3) What would be your Promotional Strategies so to attract your Target Audience and increase the foot falls of your Stores?
- 4) Your Competition will come from both the Unorganised Stores as well as from BATA – how would you get over this dual competition?

Q: 2 WRITE SHORT NOTES ON : () (10 MARKS)

- A) Cooperative Stores
- B) Stores Layout

SECTION II

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

- Q: 3 What is Merchandising? What role does a Merchandiser play in the success of Retail Operations?
- Q: 4 It is often said that within the Retail Industry only three things matter -- Location Location and Location -- please discuss in details.
- Q: 5 What is the relevance of Customer Relationship Management in Retail Operations? Elaborate.
- Q6: What according to you is the future of Retailing in India? What are the Technological changes that you envisage in the coming years that will take place in Organised Retailing?

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