

PM's
DR VN BRIM, Thane
Programme: PGDM (2016-18) (Marketing)
PGDM Trimester V Examination December 2017

Subject	Retail Marketing, Analytics, Pricing and Promotions		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	29.12.2017

Note:

- 1) Q1 is Compulsory and carries 20 marks**
- 2) Attempt ANY 4 out of Q2 to Q7 and carry 10 marks with sub-question carrying 5 marks each**

- Q1** Define Retailing? How it is different in India? 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?
- Q2** Answer (**ANY2**) of the following
- a) Describe the issues while selecting the area within a city for a new store?
 - b) Why predatory pricing is not used by the small retailers?
 - c) What do you mean by the term “Catchment area” in retail
- Q3** Define (**ANY 2**) of the following
- a) Plannogramming
 - b) Cherry Pickers
 - c) Sensitivity triangle
- Q4** Distinguish between (**ANY 2**) of the following:
- a) Market pricing and Active Pricing
 - b) Leadership and Loss leadership pricing
 - c) SIS and Rack jobbers
- Q5** State the use and importance of the following fixtures in retailing (**ANY2**)
- a) Mannequins
 - b) Gondola ends
 - c) Browsers
- Q6** Answer (**ANY2**) of the following
- a) Hyper market
 - b) Catalogue retailers
 - c) Fixed price retailers
- Q7** Write short note on to (**ANY 2**) of the following
- a) Average time spend
 - b) Different types of lighting in retailing
 - c) Average ticket size v/s Item per bill

