

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19) (Mktg.)
PGDM Trimester V Examination DECEMBER 2018

Subject	Retail Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions		Duration	3 Hours
Total No. of printed pages	1	Date	27.12.2018

I. Answer the following 32 Marks (Compulsory)

You are the CEO of the company that manufactures and sells premium cotton shirts. Your major competitors are brands like Arrow, Louis Phillippe, Van Heusen etc. Your brand is called "Delta". You have recently put up a manufacturing facility at Bhiwandi and are planning to manufacture 500,000 shirts per annum. You have to however take decisions on certain key issues relating to site location, promotion, segmentation, targeting and positioning.

Questions

1. You have decided to target the western region of India and want to open your dedicated store in Mumbai. You are seriously considering Thane as a location as it is an upcoming market with a lot of corporate work population. How will you decide on a site in Thane for your shop? Do you want a stand-alone outlet or an outlet in a mall? Give reasons for your answer.
2. What kind of layout would you choose for your shop?
3. Explain the strategy for Segmentation- Targeting- Positioning that you would use
4. What are the promotional strategies that you would use for your retail outlet

II. Attempt Any FOUR from the following Questions – 28 marks

- (A) Describe the consumer buying behavior process with reference to a food retailing industry
- (B) What is Merchandise management? Explain the merchandise management process
- (C) What is a trade area? What are the factors to be considered while evaluating a trade area?
- (D) Explain the factors responsible for the rapid growth of the Indian retail industry.
- (E) Explain the various retail formats with examples