

Reg. No. :

D 1600

Q.P. Code : [07 DMBRM 57]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

BUYER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Buyer Behaviour? Why it is important in marketing?
2. What is Market segmentation? Discuss the different types of segmentation?
3. To what extent INVOLVEMENT influences the buyer behavior and in decision making? Is there any product where involvement is not playing a major role in buying decisions?

4. What is Product knowledge? In what way it helps the buyers in choosing the right product?
 5. Discuss the power of advertising through an example where a new product or a slow moving product has become successful in the market.
 6. What is reference group? How the views of reference group help the marketers in getting the feed back?
 7. What is Brand endorsing? What are advantages of brand endorsing in positioning a brand?
 8. Discuss the attitude of buyers towards shopping instore Vs. online.
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Reg. No. :

D 1601

Q.P. Code : [07 DMB-RM 58]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

RETAIL OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Critically analyze whether Foreign Direct Investment in Indian retail industry is acceptable
2. How do you classify retail business models? Explain any three in detail.
3. What are the functions of a retailer and explain the evolution of retailing in India?
4. How do you build customer relationship management in Retail Industry? Explain with examples.

5. Discuss about cyclical and conflict theories of retail development.
 6. Give a detailed account on service benchmarking.
 7. Discuss the strategies to be followed for developing the retail marketing channel.
 8. Write a brief note on
 - (a) Repositioning
 - (b) Service Quality
 - (c) Retail Formats
 - (d) Retail Business Model.
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Reg. No. :

D 1602

Q.P. Code : [07 DMB-RM 59]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

INTERNATIONAL RETAILING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the scope and important of International Marketing Environment.
2. Describe the various functions of International Marketing Research.
3. Discuss the strategy planning process for Entering and Competing in Foreign Markets.
4. Explain the marketing planning for International and regional requirements.

5. Briefly explain multi country competition and Global Competition.
 6. Discuss the strategies of Retail Market Concentration.
 7. What is Management Contracts? Explain Acquisition and mergers.
 8. Explain in detail about retail positioning and Brand image.
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Reg. No. :

D 1603

Q.P. Code : [07 DMB-RM 60]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

RETAIL PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Compare the current status of organized retailing in India with the international scenario?
2. Write notes on the elements of the advertising mix in retailing.
3. What factors should a retailer consider while selecting the location for his store? Discuss with examples.
4. What are the special features of retail recruitment in India?

5. What motivating tools can a retail sales manager use to enhance performance?
 6. Define the customer service management model and explain the customer service process flow to be followed in a retail organization.
 7. What are the new concepts o malls emerging in India?
 8. Discuss various types of retail formats.
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Reg. No. :

D 1604

Q.P. Code : [07 DMB-RM 61]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

LOGISTICS AND SALES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the integration of information technology and supply chain management.
2. What factors you consider while selecting the distribution channel of industrial products? Explain.
3. What do you mean by Inventory Control? Explain any three inventory models with examples.
4. Compare and contrast company's strategy and business model.

5. Give a detailed note on offensive and defensive strategies of a company.
 6. State the functions of intermediaries. Discuss the selection and motivation process of intermediaries in the distribution channel.
 7. How do you evaluate sales performance of a product? Discuss the procedure in sales planning.
 8. Write a short note on :
 - (a) Sales budget
 - (b) Sales Display
 - (c) Sales promotion
 - (d) Personal selling.
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Reg. No. :

D 1605

Q.P. Code : [07 DMB-RM 62]

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

RETAIL SALES TECHNIQUE AND PROMOTIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Elaborate the nature and purpose of effective advertising in retail promotion. Enumerate the factors involved in target audience selection.
2. Elaborate the role of media strategies in corporate retail industry. Enlist the features of campaign tracking with suitable examples.
3. Describe the emerging issues in integrated marketing. Explain the impact of marketing mix in strategic consideration.

4. Explain the creative strategies to overcome barriers in integrated marketing. How can tactical analysis be used for an effective promotion?
5. What do you mean by Gain product display? Enlist the techniques involved in generating successful brand loyalty.
6. Write short notes on the followings :
 - (a) Off the shelf Offers
 - (b) Joint Promotions.
7. Describe the contemporary issues in premium promotions in India. Justify your views with appropriate examples.
8. Elucidate the various consumer promotion strategies with suitable examples. Elaborate the Pros and Cons of Procter and Gamble's Value Pricing Strategy.

Reg. No. :

D 1606

Q.P. Code : [07 DMB-RM 63]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Retail Management

DIRECT AND NETWORK MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Direct Marketing? State and explain the suitable strategies for Direct Marketing.
2. Discuss the impacts of database and model for business decision support system.
3. Explain the different types of business models in detail.
4. Discuss the emerging trends in Network Marketing.

5. Define "Network Marketing". Explain its advantages and disadvantages.
 6. Explain the pitfalls and opportunities of international direct and interactive marketing.
 7. How to design a successful print advertisement? Explain its strength and weakness.
 8. Highlight any one success story in online marketing in India.
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