

Reg. No. :

D 2589

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Explain the role of electronic medias in direct marketing.
2. Discuss on the various models in modern marketing.
3. List the advantages and dis-advantages of network marketing.
4. How customers be acquired and retained in the present market scenario?

5. Elaborate on the importance of relationship marketing.
 6. Explain how satisfaction be managed and delivered.
 7. What is data warehousing? Explain business intelligence appliances.
 8. Discuss on the network marketing stories in India.
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Second Year

Retail Management

RETAIL SALES TECHNIQUE AND PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. "Advertising helps a company to win. Competition and attract new customers only for consumer goods and not for other types of products". Discuss with your views.
2. Explain the different types of media with their merits and demerits.
3. What is Brand Loyalty? How will you generate brand loyalty?
4. What are the barriers in integrated marketing? How will you overcome them?

5. Explain how promotion affect sales.
 6. Suggest suitable sales promotion technique to the following products. Give reasons.
 - (a) Mineral water
 - (b) Floor tiles
 - (c) Electric scooters.
 7. What is joint promotion? How does this differ from premium promotion? Quote examples from corporate world.
 8. How will you measure the effectiveness of promotion schemes?
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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 criteria for the selection of distribution channel in Logistics Management.
2. Define Logistics. Explain the importance of logistics in today's business scenario.
3. What do you mean by depot? Explain the factors you consider while locating a depot.
4. Discuss the procedure involved in network design for a logistic system.

5. What is generic competitive strategy? Explain any three generic competitive strategies.
 6. Discuss in detail about different strategies adopted by organizations.
 7. What are the functions of intermediaries? How do you select and motivate them?
 8. Write a brief note on
 - (a) Sales Promotion
 - (b) Merger and Acquisition
 - (c) Lean Logistics
 - (d) Reverse Supply Chain.
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Reg. No. :

D 2586

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. What is market segmentation? Explain in detail the various types of market segments.
2. Explain the various pricing practices followed in retail industry.
3. Outline the factor influencing the choice of Location of Retail outlets with reference to more and NILGIRIS retail organisations.
4. What are the various accounting methods applicable to retail industry?

5. Explain the Kindof training which can be given to
 - (a) Retail more managers.
 - (b) Retail store assistants.and also highlight on how these training methods can be evaluated.
 6. Explain the following.
 - (a) Patents.
 - (b) Service mark.
 - (c) Certification mark.
 - (d) Exemption food and Restaurant.
 7. Explain in detail the produced compliance for establishing an retail store.
 8. What is MALL management? "MALL is considered as a place to spend time". How MALLS structure Idle customers into Ideal customers?
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D 2585

Q.P. Code : [07 DMBRM 59]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Discuss briefly the factors which are influencing the growth of modern retailing in the country.
2. What do you understand by the term 'political risk? What is the management process available for managing political risk'?
3. Explain various steps involved in the international marketing process.
4. Briefly discuss the bases of international market segmentation.

5. What are the different types of regional arrangements in the world market? Explain them.
 6. Describe the functions and working of the export credit guarantee corporation.
 7. Briefly discuss various barriers to international marketing of services. Examine how they can be overcome with the implementation of GATS.
 8. Elaborate the importance of brand image in global retailing.
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Reg. No. :

D 2584

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. What do you mean by retail? Explain the functions of a retailer.
2. How retail in India has been emerged? Discuss the drivers of retail change in India.
3. State and explain different Business models in Retail.
4. Discuss the concept of CRM. What are the common barriers in CRM and explain the ways to avoid those barriers.

5. Give an account on service benchmarking.
 6. Discuss the characteristics of service operations.
 7. How do you develop the marketing channel for textile goods?
 8. Write a brief note on :
 - (a) Repositioning
 - (b) Service facility location
 - (c) CRM planning
 - (d) FDI in retail.
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Reg. No. :

D 2583

Q.P. Code : [07 DMB-RM 57]

(For the candidates admitted from 2007 onwards)

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

Second Year

Retail Management

BUYER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. What do you mean by buyer behavior? Explain the levels of buyer analysis.
2. Explain consumer buying decision process and state your opinion about cognitive process in buyer decision making.
3. Describe the ZMET approach to buyer knowledge.
4. Distinguish between organizational markets and their buying behaviors with consumer buying behaviour.

5. Explain the term attention process. Explain the factors influencing attention.
 6. State your opinion towards 'comprehension' and outline the factors influencing comprehensions.
 7. Discuss the impact of religion and culture in the purchase behaviour.
 8. Elucidate the consumer attitudes towards impulse buying, is it the right strategy for the retail owners. State your opinion.
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