

Reg. No. :

D 2585

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

(For the candidates admitted during 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Define buyer behaviour, and describe the various roles of buyer behaviour.
2. Bring out the various levels of buyer analysis.
3. How will you understand by buyer – product relationship – Discuss.
4. Elaborate the ZMET approach to buyer knowledge.

5. Elaborate the advantages and disadvantages of market segmentation for both consumer and industrial market.
 6. What do you mean by attention process? Explain the variation and factors influencing attention.
 7. Examine the cultural and cross cultural influence of buyer behaviour.
 8. Suggest your opinion towards the consumer's Attitudes towards shopping in store and online.
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M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Retail Management

RETAIL OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each answer carries 20 marks.

1. Define retailing and explain its importance of Indian Economy and the consumer.
2. What is FDI? Explain the growth of FDI in the Indian retail sector.
3. Can retailing be branded? Support your answer with necessary arguments and examples.
4. Explain the concept of Merchandising, Franchising, Non store retailing and telemarketing with reference to retailing operator.

5. What is CRM? Identify and explain in detail the components of CRM.
 6. What are the distinctive characteristics of services management? Explain in detail.
 7. Enlist in detail the factors influencing service facility location with examples.
 8. Write short notes on :
 - (a) Brand management
 - (b) Positioning
 - (c) Methods of pricing
 - (d) Marketing channels.
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Q.P. Code : [07 DMB-RM 59]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. How does culture influence international marketing decisions? Explain with the help of suitable examples.
2. What is the relevance of conducting international marketing research? Explain the role of desk research in context of international marketing.
3. Discuss the trends in internationalization of retailing.

4. What strategy options needed for entering and competing in foreign markets?
 5. How do companies benefit from forming international joint ventures and strategic alliances?
 6. As a newly appointed export manager, you have received an export order for export of Handicraft items to USA. Write down the steps you would take for executing the export order.
 7. What are the stages in development of international operations?
 8. What are the factors that affect pricing decisions for Export Markets?
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Reg. No. :

D 2588

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. 'Organized Retailing kills the conventional retailing in India in a few years'. Do you agree? Give Reasons.
2. Discuss the various basis of segmenting retail markets.
3. Supply Chain Management is critical for the success of retailing'. Discuss.

4. What are the various problems and challenges faced by the HR department in procuring and retaining the employees of organized retailing companies?
 5. What are the strategies for assessing the training needs of retail employees?
 6. Discuss the legal formalities and compliances to be made for opening a retail store.
 7. Trace the future scenario of mall management in India.
 8. What are the statistical methods used in measuring mall performance?
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Reg. No. :

D 2589

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Retail Management

LOGISTICS AND SALES PROMOTION

Time : Three hours.

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the criterion to be considered for the selection of distribution channel.
2. Design a distribution network for a new variety of fairness cream.
3. What are the factors to be considered for depot location? Explain the importance of those factors with practical examples
4. Define strategy. Discuss the managerial process of crafting and executing strategy.

5. Enumerate the generic competitive strategies and explain any three in detail.
 6. Differentiate between offensive and defensive strategies with suitable examples.
 7. Give a detailed account on strategic sales force management.
 8. - Write short notes on :
 - (a) Magic moments
 - (b) Outsourcing
 - (c) Reverse supply chain
 - (d) Inventory models.
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Reg. No. :

D 2590

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Retail Management

RETAIL SALES TECHNIQUES AND PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the role of creative strategy in making advertising campaign successful.
2. Discuss the factors you would be considering while selecting a media or media mix for a consumer product of your choice. Also give reasons for your selection.
3. How will you set the budget for a campaign?
4. Explain the characteristics of Integrated Program and the ways to overcome barriers in integrated marketing.

5. What is Brand Loyalty? How will you stimulate repeat sales?
 6. What is consumer promotion? Explain the benefits of different types of consumer promotion schemes.
 7. What is retailer promotion? Which is more effective? Why?
 8. How will you measure the effectiveness of sales promotions?
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Reg. No. :

D 2591

Q.P. Code : [07 DMBRM 63]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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 impact of database in direct marketing.
2. Enumerate the components of direct and interactive marketer's information system.
3. Describe the process of segmentation analysis of customer market domain.

4. "Managing Customer Relations involves Targeting the Right Customers, Analyzing and Managing the Customer Base and Retaining, Upgrading, and Terminating Customers". Discuss.
5. Discuss the role of relationship management chain in delivering customer value.
6. Elaborate any success stories in Network Marketing at India.
7. Discuss the legal issues and pitfalls in international direct and network marketing.
8. Name and describe three forms of alternate media that can be used in direct marketing programs.