



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017 EXM/P/09/01

Year and Program: 2018-19

School of Commerce &  
Management

Department of S Y MBA

Course Code: MMC MM 613

Course Title: Retail Marketing

Semester – III

Day and Date

End Semester Examination  
(ESE)

Time: 10:00 to 1:00 pm

Max Marks: 100

Tuesday 18 Dec 18

**Instructions:**

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Solve any Two	Marks	Bloom's Level	CO
a)	Discuss the key drivers for growth of retailing in India.	07	L <sub>3</sub>	CO1
OR				
a)	Elucidate the concept of loyalty programs with suitable examples	07	L <sub>3</sub>	CO1
b)	'Retailer serves as a mediator between producer and the consumer' Discuss	08	L <sub>3</sub>	CO2
OR				
b)	Discuss the impact of organized retailers like hypermarkets on traditional retail stores in India.	08	L <sub>3</sub>	CO2
Q.2				
Solve any Two				
a)	What are the different merchandise strategies used by the retailers in India? Explain with suitable examples.	07	L <sub>3</sub>	CO3
OR				
a)	Store design, layout and location are the key for the success of a retail store. Do you agree or disagree? Substantiate your answer with suitable examples.	07	L <sub>3</sub>	CO3
b)	How specialty retailing is emerging as a popular retailing format in	08	L <sub>3</sub>	CO4

India? Explain with suitable example.

OR

- |    |  |    |                |     |
|----|--|----|----------------|-----|
| b) | How specialty retailing is riskier than the general retailing? | 08 | L <sub>3</sub> | CO4 |
|----|--|----|----------------|-----|

**Q.3 Solve any Two**

- |    |  |    |                |     |
|----|--|----|----------------|-----|
| a) | What are some of the strategies used by Indian grocery retailers to woo the cash starved Indian consumers.                         | 08 | L <sub>3</sub> | CO1 |
| b) | What are the factors, which influence the shopper's attitude and perception? Enumerate with example.                               | 08 | L <sub>3</sub> | CO2 |
| c) | Elucidate how an effective supply chain management system can increase retailer's profitability.                                   | 08 | L <sub>3</sub> | CO3 |
| d) | Who is your favorite specialist retailer? Why do you like him? What would a competitive retailer have to do to get your patronage? | 08 | L <sub>3</sub> | CO4 |

**Q.4 Solve any Two**

- |    |   |    |                |     |
|----|---|----|----------------|-----|
| a) | Why many south Indian jewelry brands are emerged as specialists' players in this segment? Analyze their key success factors with examples.  | 09 | L <sub>3</sub> | CO5 |
| b) | Why big brands like Tata's and Reliance are expanding their footprints in consumer electronics? Substantiate your answer with factual data. | 09 | L <sub>3</sub> | CO5 |
| c) | Analyze the challenges and opportunities of pharma retailing in India.  | 09 | L <sub>3</sub> | CO5 |

**Q.5 Solve any Two**

- |    |   |    |                |     |
|----|---|----|----------------|-----|
| a) | What are different marketing strategies used in organized and unorganized retailing in India? | 09 | L <sub>3</sub> | CO6 |
| b) | Enumerate ethical issues in retailing with suitable examples                                  | 09 | L <sub>3</sub> | CO6 |
| c) | Brief on different strategies used in retail pricing of goods.                                | 09 | L <sub>3</sub> | CO6 |

**Q.6 Solve any Three**

- |  |    |                |     |
|--|----|----------------|-----|
| a) Enumerate retail communication mix with suitable example                    | 06 | L <sub>3</sub> | CO5 |
| b) Why festive & season shopping is so popular in India?                       | 06 | L <sub>3</sub> | CO5 |
| c) What are the important issues in retail personnel management?               | 06 | L <sub>3</sub> | CO6 |
| d) Discuss on innovative strategies evolved by the Indian E-tailing companies. | 06 | L <sub>3</sub> | CO6 |

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