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6936

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(APPLIED MANAGEMENT)****(SECOND YEAR)****271 — MARKETING IN RETAIL**

Time : Three hours

Maximum : 75 marks

SECTION A**Answer any FIVE questions.****(5 × 3 = 15)****All questions carry equal marks.**

1. Define retailing.
2. What do you mean by buying motives?
3. What is called as convenience loyalty?
4. What is a EDI?
5. What is a price?
6. What is a grey market?
7. What is retail logistics?
8. What is E-tailing?

SECTION B**Answer any THREE questions.****(3 × 10 = 30)****All questions carry equal marks.**

9. Discuss the nature and significance of retail marketing.
10. Compare store retailing with non-store retailing.
11. "Creating awareness of a brand is one of the biggest challenges for marketers"
– Discuss.
12. State the objectives of sales promotion.
13. Write a detailed note on channel strategy.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

14. Explain in detail retail market positioning.
15. Discuss the legal constraints in channel strategy.
16. State the competitive strategies adopted by large retailers.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Discuss the significance of retail marketing in India.
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