

Total No. of Pages : 2

Register Number :

**7040**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.****(BUSINESS APPLICATIONS)****(SECOND YEAR)****291 — RETAIL MARKETING**

Time : Three hours

Maximum : 75 marks

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

1. Mention any four factors that influence consumer decision making.
2. List the seven rights of merchandise planning.
3. Explain the term composite segmentation.
4. What do you mean by Social Marketing?
5. Explain Speciality Apparel Stores.
6. State the elements of Retail Promotional mix.
7. Explain markup on Retail.
8. What do you mean by Relationship marketing?

**SECTION B****Answer any THREE questions.****(3 × 10 = 30)**

9. What are the 6 Ps in retail marketing?
10. Discuss the various steps in merchandise planning.

11. Explain how retail markets are segmented.
12. Describe the bases for classification of retail units.
13. Explain the problems involved in retail selling.

#### **SECTION C**

**Answer any ONE question.**

**(1 × 15 = 15)**

14. Explain the factors determining the location of a retail store.
15. Discuss the various retailing formats in India.
16. Explain the challenges to retail development in India.

#### **SECTION D**

**Compulsory.**

**(1 × 15 = 15)**

17. Discuss the popular media vehicles used in the Indian Retail Sector.

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