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Register Number:

6793

Name of the Candidate:

M.B.A.(Retail Management) DEGREE EXAMINATION – 2012**(FIRST YEAR)****(PAPER-I)****110. PRINCIPLES OF RETAILING***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. What is meant by multiple assortment?
2. What do you mean by product assortment?
3. Define e-CRM.
4. What do you mean by Hyper Market?
5. What is meant by product line expansion?
6. What is meant by market segmentation?
7. What is meant by services?
8. What do you mean by service delivery system?

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

9. Discuss the features of super markets.
10. What are the trends in retailing? Discuss.
11. Explain the architectural element of a CRM solution in retail business.
12. What are the problems encountered by a sales manager in marketing of services?
13. Explain different types of retailers.

SECTION-C**Answer any ONE Question****(1×15=15)**

14. What are the general and facilitating services rendered by the retailer?
15. Describe the nature and significance of retail marketing research in modern business.
16. What are the bases of market segmentation?

SECTION-D**COMPULSORY****(1×15=15)**

17. Study the case given below and answer the questions given at the end of the case.

Hotel Star International, a five star hotel in New Delhi, was established in 1982, as there was great demand for Five Star hotels in Delhi as a result of Asian games in 2009. However, over the years, the hotel faced with a falling demand curve, hired the services of a consulting firm in Mumbai. The management is caught in a dilemma. The firm recommends price cuts, on the one hand, and aggressive advertising, on the other. To compound matters, competition is building up the market.

Questions:

1. If you were the CMD, what steps would you have taken to overcome this problem?
2. Do you agree with the recommendations given by management consultancy firm?