

Reg. No. :

D 568

Q.P. Code : [07 DMB – RM 57]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Retail Management

BUYER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Elucidate the role of consumer involvement in purchase decision. Support your answer with an example.
2. Elaborate the ZMET approach to Buyer knowledge.
3. "Products as bundles of attributes" – Discuss with examples.
4. Detail the factors influencing Buyer Behaviour.

5. Differentiate with examples planned purchases and impulse purchases. Discuss this statement with the help of an example.
 6. Explain how consumers are attracted by Brand endorsement. Explain with reference to motive celebrities.
 7. Elucidate the various cultural influences in Buyer Behaviour.
 8. "Attitudes towards shopping in-store Vs Online" – Discuss in detail.
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Q.P. Code : [07 DMB-RM 58]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Retail Management

RETAIL OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the challenges and opportunities faced by global retail market, and explain its impact on Indian retail sector
2. Describe the evolution of retail in India, and explain about the drivers of retail change in India
3. Explain the concept of life cycle in retail business. Give examples for each phase.
4. Mention various business models in retail business. Explain any three in detail

5. How do you develop customer relationship management strategy for hospitality industry? Explain
6. Discuss in detail about the distinctive characteristics of service operations
7. Outline the functions performed by marketing channel members in promoting retail business in India. Explain with examples
8. Write a note on
 - (a) Service benchmarking
 - (b) Franchising
 - (c) Repositioning
 - (d) CRM functions

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D 570

Q.P. Code : [07 DMB – RM 59]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. Explain international retailing for product and service based strategies.
2. Explain various barriers to international trade.
3. What are the methods of international retailing? – Discuss.
4. Why companies expand into foreign market? – Elucidate.

5. Differentiate brand image with Store image. Explain the various techniques of measuring store image.
6. What is market Research? Explain its process.
7. Write short note on :
 - (a) Promotional mix
 - (b) Marketing mix
 - (c) Market segmentation
 - (d) Personal selling.
8. Explain various Global entry strategies.

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D 571

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Retail Management

RETAIL PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Discuss the role of social marketing in retail management. Give examples.
2. How visual/display methods helps in retail operations?
3. What are the challenges in managing various brands in (multinational, national and local) in retailing?
4. Discuss the role of merchandising and merchandiser in retail industries.

5. What are the ideal training needs required for employees in the retail industries?
6. How patents, copyright and trademarks help to protect retailing and retailers? Give examples.
7. Write short notes on IPR, consumer protection and unfair trade practices.
8. What are the factors influencing in establishing malls in large cities and small cities.

Reg. No. :

D 572

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Retail Management

LOGISTICS AND SALES PROMOTIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. (a) Explain the role of logistics in supply chain management.
(b) Explain the location strategies.
2. (a) Discuss the role of information technology and SCM.
(b) Explain the various distribution channel in logistics.
3. Explain different methods of forecasting in logistics with their merits and demerits.
4. (a) What is Lean Logistics?
(b) Explain : Reverse and forward supply chain.

5. Explain in detail about five generic competitive strategies in logistics with suitable examples.
 6. (a) Explain merges and acquisition relating to logistics industry.
(b) Explain the need for negotiation in logistics.
 7. (a) How will you prepare sales Budget in logistics?
(b) What are the ways and means to motivate marketing intermediaries?
 8. (a) What do you understand by sales planning?
(b) How will you evaluate the performance of sales force in logistics?
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Reg. No. :

D 573

Q.P. Code : [07 DMB – RM 62]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Retail Management

RETAIL SALES TECHNIQUE AND PROMOTIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss various sales promotion techniques with examples.
2. Discuss in detail the characteristics of the integrated marketing programme.
3. Explain the role of product display and window display in boosting sales at the shop/retail outlets.
4. Write short notes on loyalty programmes, special event promotions and value pricing strategy.

5. Discuss the role of Joint promotions between companies and retail outlets. Give example.
6. What are the reasons that influence the conduct of promotions on a continuous basis or throughout the year?
7. What type of creative strategy is suitable for Jeans? Discuss.
8. What are the various ways to retain the loyal customers? Discuss with example.

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D 574

Q.P. Code : [07 DMBRM 63]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second year

Retail Management

DIRECT AND NETWORK MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Enlist the various steps involved in direct marketing planning. Elaborate the use of business mailing lists in network marketing.
2. Elaborate the concept 'Lead generating program'. Describe the major considerations while modeling for business decision support.
3. Explain the special features of modern integrated digital marketing and its important role in creating effective marketing strategy.
4. Enumerate the various techniques involved in managing relationship across channels and media.

5. What are the methods of evaluating network marketing opportunity? Explain in detail with suitable examples.
6. Elaborate the main features of referral and influence marketing. Enlist the main objectives of strategic outsourcing.
7. How will you identify appropriate customer value segments? Enlist the factors to be considered in designing value delivery systems.
8. Explain in detail about the pitfalls and opportunities of international direct and interactive marketing.