



WINTER-2023		
Exam Seat No.:		
Academic Year:2023-2024	Semester:III	
Name of Programme:MBA	Pattern:2022	
Name of Course:Retail Marketing	Course Code:MBA22 3 1 09	
Max. Marks:30	Duration:1 hr 15min	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains <u>2</u> page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Solve a or b from question number 1,2,3,4,5	
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Question No. 1 Attempt following Question

- 1 a) Explain the scope of retailing in terms of Indian perspective? (6) CO1

OR

- 1 b) Define Retail Equation and its perspectives? Explain with an example. (6) CO1

Question No. 2 Attempt following Question

- 2 a) Summarize specific pricing strategies used by retailers to attract customers. (6) CO2

OR

- 2 b) Describe markup with an example and steps involved to calculate markup percentage. (6) CO2

Question No. 3 Attempt following Question

- 3 a) Determine retail marketing mix for Dmart. (6) CO3

OR

- 3 b) What is retail market research and explain components of retail market research with example. (6) CO3

Question No. 4 Attempt following Question

- 4 a) Outline the factors for selecting a region for retail store location. (6) CO4

OR

- 4 b) Illustrate the factors for selection of the exact store for retail store location. (6) CO4

Question No. 5 Attempt following Question

5 a) Define CRM. Evaluate the loyalty program implemented by TATA Trent. (6) CO5

OR

5 b) How do electronic shelf tags work? Assess the benefits of an electronic shelf labeling management system. (6) CO5