



	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><b>Instructions:</b> 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"><li>1. This question paper contains <u>2</u> page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Solve a or b from question number 1,2,3,4,5</li></ol>	
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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