



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Retail Marketing	Course Code:MBA22 3 1 09
Max. Marks:30	Duration:1.15 min

**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.

1. This question paper contains 2 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.

**Question No. 1 Attempt following Question**

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

**OR**

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

**Question No. 2 Attempt following Question**

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

**OR**

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

**Question No. 3 Attempt following Question**

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

**OR**

- 3 b) Define Retail market research and explain components of Retail market research with example. (6) CO3

**Question No. 4 Attempt following Question**

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

**OR**

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

**Question No. 5 Attempt following Question**

- 5 a) Explain electronic shelf tags? What are the benefits of an electronic shelf labeling management system? (6) CO5

**OR**

- 5 b) What is CRM. Evaluate the loyalty program implemented by TATA TRENT (6) CO5

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