

R.M.

Reg. No. :

D 2170

Q.P. Code : 107 DMD-RM 571

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Management

BUYER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Develop a simple model that explains the buyer decision making process.
2. What is market segmentation? How is the practice of market segmentation related to the marketing concept.
3. What are the factors on which acceptance or rejection of a product depend?
4. Define involvement and explain the antecedents of involvement.

5. Explain elaborately the basic stages of information process in Consumer behaviour.

6. Define culture critically discuss what are the attitudes and behaviours which are influenced by one's culture. Explain sub culture and cross-culture influence in buyer behaviour.

7. Compare and contrast the in store shopping and on line shopping, with reference to the attributes of the individual.

8. Develop a conceptual model related to factors explaining the development of strategies by a ten-years old child to influence parental decisions on food processing.

Reg. No. :

D 2171

Q.P. Code : [07 DMB-RM 58]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Management

RETAIL OPERATION MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer FIVE out of Eight questions. (5 × 20 =100)

1. Explain how retailing differ from marketing? What are the special characteristics of retailing that offers opportunities as well as to threats for retailers?
2. Explain various theories related to Retail Management.
3. What aspects of retailing would be important for cash register manufacturer to learn? Why?
4. Explain how direct marketing channels are most appropriate for reaching the potential buyers.
5. Compare and contrast telemarketing and kiosk marketing that act as effective tool for retail selling.

6. "Customer profitability and company profitability depends on quality management"-Discuss.

7. Define and evaluate service management strategy form retailing perspective.

8. Explain the differences among independent, vertical and partial integrated channels.

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Q.P. Code : [07 DMB-RM 59]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Management

INTERNATIONAL RETAILING

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

1. To what extent must a company modify its marketing strategies while entering a global market?
2. Explain in detail the various techniques or routes to enter global market.
3. Explain the major steps and stages of International process of Retailing.
4. Explain the need of SWOT analysis for an organisation vis-a-vis global competitors.

5. Explain the threats of global competitive forces and suggest methods to overcome the competition.
6. Describe the techniques in retail positioning and brand positioning.
7. Briefly explain the importance of better brand decision to build up its company image at global level.
8. Explain the International pricing strategy in developing and controlling International retail management.

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

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Management

RETAIL PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. Explain the economic significance and opportunities in retailing.
2. What are the recent trends in retail Industry? Explain the various types of General Merchandise Retailers.
3. Discuss the importance of Human Resource Management in Retailing.
4. Explain the factors to be considered in Retail site selection.
5. What are the different types of shopping Malls?

6. Explain the strategic Retail Planning process.

7. Elaborate Legal compliances for a Retail store.

8. Enumerate the various operations in retailing.

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D 2174

Q.P. Code : [07 DMBRM 61]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Management

LOGISTICS AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Explain the importance of leveraging mathematical and analytical Models.
2. Discuss the logistics infrastructure in India and its implication for supply chain management.
3. Explain the term "Reverse supply chain". Elaborate the importance of source management in supply chain.

4. Enumerate the relationship between company's strategy and Business model.

5. State five generic competitive strategies. What are the factors affecting best cost provider strategies?

6. What does the term 'Pillars of professionalism' mean? Bring out the salient features of Merge and acquisition.

7. Elaborate the role and functions of intermediaries.

8. Explain the functions of strategic sales force management.

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D 2175

Q.P. Code : [07 DMB-RM 62]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Retail Sales Technique and Promotions

RETAIL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the various functions of Advertising.
2. Explain in detail any two popular methods of Advertisement Budgeting.
3. Elaborate the various functions involved in Tactical Analysis.
4. How does Promotion affect Sales? Explain with suitable examples.
5. What are the different types of Sales Promotion Techniques?

6. Which of the following types of retailers do you think would benefit most from instituting CRM?

- (a) Super Market
- (b) Banks
- (c) Automobile Dealers
- (d) Consumer electronic retailer. Why?

7. Outline a strategy for an electronic-only retail business that is involved in selling merchandise or service in your town. Outline your strategy in terms of your target market and the offering available at your Internet site. Who are your competitors in providing the merchandise or service?

8. Analyse four magazines or newspaper advertisements that appear to have as primary objectives each of the following :
Psychological, action, corporate, marketing.

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Q.P. Code : [07 DMB-RM 63]

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Second Year

Retail Management

DIRECT AND NETWORK MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the impact of Database in Direct marketing.
2. Discuss the nature and scope of Direct marketing.
3. Write down the key principles of Targeting.
4. Explain the role of channels and medias in Interactive marketing.

5. How will you maintain the customer satisfaction in Relationship marketing?

6. Explain the following concepts:

(a) B 2 B

(b) C 2 C.

7. Name and describe three forms of alternate media that can be used in direct marketing programs.

8. Enumerate the merits and demerits of Network marketing.
