

M.Com. 4th Semester Examination, 2012

RETAIL MARKETING

Optional Group II : (*Marketing*)

PAPER— COM-405 M

Full Marks : 50

Time : 2 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Write the answers to questions of each Unit in separate books

UNIT — I

1. Answer any *two* questions : 5 × 2
- (a) What are the main features of modern retail ? 5
- (b) Explain in brief, the concept of Margin Turnover Model. 5

- (c) Analyse the reasons why retailers choose to go international. 5
- (d) Distinguish between : 3 + 2
- (i) Department stores and Discount stores;
- (ii) Franchising and Joint Venture.
2. Answer any *one* question : 10 × 1
- (a) Discuss the factors which affect the nature of consumer decision making. 10
- (b) Write short notes on : 4 + 3 + 3
- (i) E-Tailing
- (ii) Speciality store
- (iii) Catalog retailing.

UNIT – II

3. Answer any *two* questions : 5 × 2
- (a) Define atmospherics and its importance in retail marketing mix. 5
- (b) What are the options available to the retailers for communicating to the customers ? 5

- (c) State the reasons for the emergence of category management. 5
- (d) What are the factors that you need to take into account for the preparation of a six-month merchandise plan? 5
4. Answer any *one* question : 10 × 1
- (a) Discuss the external factors that influence a retailer's pricing strategies. 10
- (b) Analyse the steps involved in choosing a retail location. 10

[Internal Assessment : 10 Marks]
