

2025

MBA 3rd Semester Examination

MBA

Paper : 307 H

[Retail Marketing]

Full Marks : 100

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *eight* questions : $5 \times 8 = 40$

1. Discuss any two methods of direct selling.
2. Explain the following terms with example :
 - (a) Multiple Pricing
 - (b) Price Bundling $2\frac{1}{2} + 2\frac{1}{2}$
3. Explain any two theories of retail evolution with suitable examples.
4. Discuss the global retail scenario and its influence on emerging markets like India.
5. Draw and discuss the category life cycle of fad products with example.

P.T.O.

6. Why location related decision is important for the retailer?
7. Write a short note on customer lifestyle and its relevance to retail strategy.
8. Briefly discuss the stages related to sensory marketing.
9. Discuss in brief the concept of grid layout pattern.
10. Differentiate between grid layout and racetrack layout in store design.
11. Explain the concept of Everyday Low Pricing (EDLP) and Market Skimming pricing with examples. $2\frac{1}{2}+2\frac{1}{2}$
12. Elaborate the following terms :
 - (a) Specialized Market
 - (b) Periodic Market. $2\frac{1}{2}+2\frac{1}{2}$

Group - B

Answer any *four* questions : $10 \times 4 = 40$

13. Mention the cyclical theory of retailing with its various types.
14. What is private label brand? Mention the process of private label creation. $3+7$
15. What is mark down pricing? Mention the various reasons of mark down. $2+8$
16. Define the concept of category management. State the various components of merchandise management. $4+6$

(3)

17. Explain various types of retail organizations based on ownership and format. Compare store-based and non-store retailing models with examples. 7+3
18. Define Customer Relationship Management (CRM) in retail. How does CRM help in understanding consumer lifestyle, value, and shopping patterns? 2+8

Internal Assessment : 20 marks
