

Roll No.

Total Pages : 2

CMMS/D-18

13496

RETAIL MARKETING

Paper : MM-305

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt any *eight* questions from Part-A (5 marks each)
and any *three* questions from Part-B (10 marks each).

PART-A

1. Differentiate between Modern retailing and Traditional retailing. (5)
2. Elaborate the concept of Breaking Bulk with suitable example. (5)
3. Discuss the concept of Airport retailing. (5)
4. What is free Standing location? (5)
5. What is traffic flow in retail? (5)
6. Explain the concept of private-label brand along with its advantages. (5)
7. Discuss the steps involved in designing store layout. (5)

8. What are the factors affecting retail pricing? (5)
9. How word of mouth is useful in retail? (5)
10. Examine the factors responsible for the growth of Non-Store retailing. (5)

PART-B

11. What is Retailing? Why is retailing important in our economy? (10)
 12. How has the Indian consumer changed in the past decade? What are the challenges that the new consumer poses for the retailer? (10)
 13. Discuss some of the Retail Promotional Strategies with suitable examples. (10)
 14. Develop a CRM programme for Mobile Phone store. (10)
 15. List out the prevailing applications of technology in retail. (10)
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