

Exam Code: 218602
(20)

Paper Code: 2330

Programme: Master of Vocation (Retail Management)
Semester-II

Course Title: Retail Marketing Principles

Course Code: MVRL-2321

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

Section A

1. What is Retail Marketing? Discuss the functions and importance of Retail marketing in India.
2. Explain
 - a. Ethics and Social responsibility in retail marketing
 - b. Role of Strategic Marketing Planning

Section B

3. What are the objectives of market segmentation? What criteria are used for segmenting retail market?
4. Discuss the need and relevance of positioning strategies in retail marketing in present scenario.

Section C

5. What is product life cycle? Discuss various stages of product life cycle with an example of Indian Corporate.
6. "The success or failure of retail marketing depends upon the price policy." Explain this statement and state the factors to be considered while formulating a price policy.

Section D

7. Discuss the nature and significance of channels decisions in retail marketing. How do the companies go about channel management decisions?
8. What is promotion mix? Explain various methods of promotion mix adopted by retailers in India.

Exam Code: 218602

Paper Code: 2331

Programme: Master of Vocation (Retail Management)

Semester-II

Course Title: Rural Retailing

Course Code: MVRL-2322

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

SECTION-A

1. What do you mean by Rural Retailing? Explain scope & significance of Rural Retailing.
2. What are the features of Retail in Rural India? Explain Role of Rural Retailing in India.

SECTION-B

3. What is the concept, nature and scope of Rural markets? Explain it with examples.
4. Distinguish between Rural vs. Urban Markets? Explain components and classification of Rural Markets.

SECTION-C

5. What is Rural Consumer Behaviour? Explain consumer buying behaviour models.
6. What is the profile and classification of Rural Consumer? Explain characteristics of Rural Consumer with examples.

SECTION-D

7. What do you mean by Distribution channels? Explain Evolution of Rural Distribution Systems in detail.
8. Explain prevalent rural distribution models in detail with suitable examples.

Exam Code: 218602
(20)

Paper Code: 2332

Programme: Master of Vocation (Retail Management)
Semester-II

Course Title: Retail Branding Strategies

Course Code: MVRL-2323

Time Allowed: 3 Hours

Max Marks: 80

Candidates are required to attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from and Section. Each question will carry 16 marks

Section A

1. Explain the concept of Retail Branding? Give suggestions for promoting the retail brands? (16)
2. Write short note on:
 - a) Product Brand Identity
 - b) Brand Architecture (8+8)

Section B

3. Explain the term Retail Brand Equity? Elaborate the various elements of creating brand equity? (16)

4. Elaborate the various components of growing and sustaining brand equity in retail organizations? (16)

Section C

5. Define strategic brand management? Explain its importance and process in detail? (16)
6. What do you understand by brand positioning? State its features and types? (16)

Section D

7. Write short note on:
a) Corporate brand strategy
b) Brand extension (8+8)
8. Write in detail the procedure of building brand for small and medium sized business? (16)

Exam Code: 218602 **Paper Code: 2333**
(20)

Programme: Master of Vocation (Retail Management)
Semester-II

Course Title: Mall Management

Course Code: MVRL-2324

Time Allowed: 3 Hours **Max Marks: 80**

Note: Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

Section A

1. Discuss the growth of retail malls in India. What are the 'success factors' for a mall in India?
2. What is mall positioning? Discuss the benefits of creating and positioning mall as a brand. How can this be achieved?

Section B

3. (a) Discuss the duties and functions of security organization
(b) Outline design process in security management.

4. What is the purpose of mall architecture? Explain in detail, the components of mall architect (20)

Section C

5. (a) Which practices are considered to be the best practices in leasing?
(b) Discuss the documents involved in leasing.
6. What factors affect the location of malls in India? Discuss the impact of high cost of real estate and unavailability of large sites in Indian metro cities on retail industry.

Section D

7. Discuss the impact of economic and sociological changes on development of retail formats in India.
8. What do you mean by resource allocation in malls? How service supply chain can be made effective with resource allocation?

Exam Code: 218602

Paper Code: 2334

Programme: Master of Vocation (Retail Management)

Semester-II

Course Title: Retail Buying and Merchandise Management

Course Code: MVRL-2325

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

SECTION-A

1. What do you understand by sales forecasting? Why it is important? Write the various steps involved in the process of sales forecasting.
2. What do you mean by inventory turnover? Give the ways to improve inventory turnover. Also highlight the merits and demerits of high inventory turnover.

SECTION-B

3. Explain the various the methods for analysing merchandising performance?
4. What are global sourcing decisions? Explain the costs and managerial issues associated with global sourcing.

SECTION-C

5. Explain the following: -
 - (a) Legal and ethical issues in retail merchandising
 - (b) Importance and objectives of planograms in presenting merchandising
6. Why space management is significant in retail? Elaborate the role of IT in space management?

SECTION-D

7. What are the levels of price discrimination? Also explain the various methods of pricing in detail.
8. What are the methods of communications in retailing? Also, explain the role of communication mix in retailing.