

MBRM 4001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Retail Management

RETAIL SHOPPER'S BEHAVIOUR

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the factors normally involved in buying decisions.
2. Explain the various types of buying behaviour.
3. How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation?
4. Does motivated research differ from qualitative research? Discuss.
5. Discuss the level of motivations for shopping.
6. Discuss the present day importance of Market Research.
7. Explain the factors influencing the retail shoppers.
8. Explain the various methods to measure Brand Loyalty.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the various stages in the buying decision process.
10. What are the factors affecting the consumer behaviour?
11. Describe the stages involved in Marketing Research.
12. Describe the personality traits theory. Give five examples of how personality traits can be used in customer research.
13. How can implement the theories of buying behaviour? Discuss.
14. Explain the concept of shopping and state the different types of shopping.
15. Enumerate the practical problems in understanding buyer behaviour.
16. State the different buying motives.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :

Walk several blocks in almost any city in America and you'll pass at least one Starbucks, if not more. And the same is true for most cities outside of the United States. The Starbucks empire has grown to 6,000 U.S outlets and about 2500 international locations.

For some consumers, Starbucks is an obsession and they just can't begin their day without their cup of Starbucks coffee! In addition while years ago people used to hand-out at the corner candy store, today many people spend considerable time at their local Starbucks. They drink coffee, Tea, and or other specialty beverages they bring their laptop and wirelessly connect to the Internet, they meet friends to chat, or they meet business associates to make deals. Is there anyone in America at least old enough to be in kindergarten, who doesn't know what Starbucks is?

- (a) If Starbucks was a person, describe the person in terms of demographic, personality and lifestyle characteristics.
- (b) If Starbucks was an animal, which animal would it be and why?
- (c) If Starbucks was a color, which color would it be and why?
- (d) If Starbucks was a celebrity, which celebrity would it be, and why? And why was your choice male or female?

MBRM 4002

M.B.A. DEGREE EXAMINATION,
JUNE 2017.

Fourth Semester

Retail Management

RETAIL SALES TECHNIQUES AND PROMOTION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the tactical sales promotional ideas.
2. Discuss the promotional impact in sales.
3. State the factors to be considered in creating customer relations.
4. Explain the various types of sales promotion.
5. Explain the process of making a retail advertising budget.
6. Elucidate the different sales promotion strategy.
7. Discuss how the consumer-oriented sales promotion can be used as an acceleration tool to speed up the sale process.
8. Discuss some of the creative and successful programs companies can use.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How is advertising effectiveness tested? Explain.
10. Define sales promotion. Explain the reason to organise sales promotion.
11. Enumerate the causes for speedup in sales promotional activities.
12. Does a sales promotion scheme induce buying. Substantiate your answer.
13. State briefly the elements of advertising campaign planning.
14. Why we do advertise? Discuss.
15. List out the important factors that determine frequency levels for an advertising campaign.
16. How can retailers most successfully use coupon promotion tools?

PART C — (1 × 20 = 20 marks)

17. Case study. (Compulsory)

An established and a leading multi brand footwear retailer with a strong presence in all the major cities in North India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs.

The offerings includes a wide range of footwear of international national and regional brands for men, women and children for all occasions.

- (a) Propose a retail mix (4Ps) for this retailer.
- (b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets? Discuss.
- (c) Do you foresee any scope for offering loyalty programmes by the retailer? Justify your answer.

- (c) What could be the reasons for poor sales in online business?
- (d) What kind of information should website provide to retain customers?
- (e) Draw an effective e-marketing plan for Swathi retail clothing store.
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MBRM 4003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Retail Management

RETAIL INFORMATION SYSTEM AND
E-RETAILING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss about Retail Information System and its categories.
2. Explain the types of Network Topologies in detail.
3. Briefly explain the components of EDI.
4. Describe about E-commerce catalogues or directories and its implication of E-commerce.
5. Explain the online payment in detail.
6. Explain in detail about the secure electronic payment protocol.

7. State the difference between E-commerce and Traditional commerce.

8. Identify the critical success factors of E-retailing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain major components of E-retailing infrastructure.

10. What are the essentials of e-Commerce?

11. Describe online advertising.

12. Explain the driving forces that are responsible for the widespread use of electronic commerce.

13. List out the various methods of electronic modes of payment of goods purchased over the World Wide Web.

14. Discuss in detail about security schemes in E-payment system.

15. Describe the application of M-Commerce in finance marketing and customer services.

16. Explain the various E-marketing strategies.

PART C — (1 × 20 = 20 marks)

17. Case Study : (Compulsory)

Swathi Retail Clothing stores was the largest retailer in traditional business for several years in Chennai. Due to arrival of new competitors' the organisation was struggling to retail its market share in the business. The organisation had also adopted click and mortar model to increase and retain customers. The director after viewing the report on sales through website and analysing the number of visitors visited the website shouted at the marketing head "Why is the official website least visited by the Customers?". "The Marketing Manager replied that" the website provides complete information about its products and services" The director told the head "I want you to do something to improve out position in the market".

Questions :

(a) Is it enough to have a website to provide complete information about the product and services of the organization?

(b) What kind of marketing strategies must be adopted to increase sales through web?

services. This shift in attitude of the retailers is supported by research studies that it costs three to six times more to sell the products to the new customers than to existing customers that small increase in customer retention can lead to dramatic increase in profits. So the retail managers are required to identify the significance of CRM as a tool in influencing consumer perception and decision making.

Discuss:

Find out the relevance of CRM as tool for maintaining and retaining customers in Indian Retail Sector.

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M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Marketing/Retail/Operations and Supply Chain
Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define CRM. Explain its features.
2. Explain about Cross - Selling and Up-Selling.
3. Write a note on Call Centre.
4. Explain the concept of Supply Chain Management.
5. What do you understand by Click Stream Analysis?
6. State the legalities of data use in CRM.

7. Explain the functions of CRM Development team. -
8. Write about "Event-Based marketing".

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe about the success factors of CRM.
10. How do you create and manage effective Service Level Agreement (SLA)?
11. What is ERP? Explain its merits and demerits.
12. Explain the Market Basket Analysis (MBA).
13. Describe the process of CRM Implementation.
14. Explain the procedure involved in managing customer relationship.
15. Write about customer satisfaction measurement.
16. State and explain the features of Partner Relationship Management (PRM).

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PART C — (1 × 20 = 20 marks)

Case Study (Compulsory).

17. The Indian retailing sector is a booming one accounts for over 20% of the country's GDP and contributes 8% to total employment. The current estimated value of the Indian Retail sector is about 500 billion USD and expected to reach 1.3 trillion USD by 2020. The contribution of modern retail is currently 5% is expected to increase from 27 billion USD in 2020. The Indian retail sector is expected to grow at a CAGR of 15 to 20%. In this dynamic and competitive business environment understanding the perception of Indian consumers became the biggest challenge and very crucial in designing retail strategies. Building and maintaining relationship with the customers and maintaining loyalty of the customers has been identified as a major source of competitive advantage in the retail sector. So in this competitive business environment Customer Relationship Management (CRM) is emerging as one of the most important business activities to market the products and services. Now retailers are more focussed on customer retention by concentrating on providing more value to their best customers using targeted promotion and

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M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Retail Management

GLOBAL COMPETITIVENESS AND RETAILING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the characteristics of retailing.
2. What are the challenges an emerging company has to face in global competitiveness?
3. Briefly explain the features of strategic alliances.
4. Write a short note on global retailing.
5. What are the factors influencing the location decision of retailing?
6. Distinguish between domestic and non-domestic retailing.
7. How the technological development plays a vital role in global competency?
8. Suggest a better choice of global market entry in the current retail scenario.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the recent trends in global retail competitiveness.
10. Give the reasons behind the growth of retailing across the border as you feel.
11. Discuss about the importance of R & D management in attaining global market.
12. Enumerate the key decisions to be taken in international retailing.
13. Explain the different kinds of strategic alliances followed in gaining global competency.
14. Identify the nature of political and legal environment which influences the global market.
15. Explain in detail about the alternative conception of international market entry.
16. Describe the global market planning process differs from regional requirements.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. The world largest retailer, committed in sale of all products and services "from pin to ship" throughout the world had tie-up with reputed Indian enterprises and entered in Indian retail market for several years. It was operating successfully and captured the strong market place in India. It was in commission with Indian enterprises mainly because to set into the retail limitation policy prevailing in India. But now the policy moved to ease the limitation in retail industry to allow foreign companies to enter into single brand retailing independently. Now that world largest retailer moving to establish retail showrooms by renouncing the collaborations with Indian enterprise to annex the retail market of our nation in isolation.

Questions :

- (a) What would be the reason behind the success of that world's largest retailer?
- (b) Why the company wanted to penetrate into Indian retail market?
- (c) Do you think the measure of easing the retail industry policy is favorable to India?
- (d) Will that foreign retailer succeed in its independent move of retailing without domestic alliance as achieved earlier?