

M.B.A. DEGREE EXAMINATION, MARCH 2009**Third Semester****RETAIL BUSINESS MANAGEMENT***Retail Mgmt*

Maximum : 60 Marks

Time : Three Hours

Section A*Answer any six questions.**Each question carries 2 marks.*

1. Write different types of Retail Stores ?
2. Define direct selling and its advantages.
3. Define promotion Mix.
4. State the objectives of Advertising.
5. Define Publicity and how it differs from Advertising ?
6. What are the benefits of Retailing ?
7. What is Off-Price retailing ?

(6 × 2 = 12 marks)

Section B*Answer all questions.**Each question carries 10 marks.*

8. (a) Differentiate between Product retailing and Service retailing with examples.
Or
(b) Explain the components of strategic planning.
9. (a) What is Merchandising ? How can it be of use to a Retailer ?
Or
(b) What are the various techniques and procedure of Communicating with retail customers ?
10. (a) Explain the legal aspects affecting the Retail Business Management.
Or
(b) Explain the impact of globalisation on Retail Management.

Centralized
Or
Organized
(3 × 10 = 30 marks)

Turn over

Section C (Compulsory)

11. Case Analysis :

HEALTHY WORLD

After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (*atta*) under the brand name Healthy World. US-based food products firm, Conagra, has 51 per cent stake in ITC Agrotech. The vice president says, "We took an Indian perspective out of the Conagra portfolio, with relevance to the local palate.... Healthy World marks out entry into mass market products."

Priced at Rs. 18.50 for a 1 kg pack, Healthy World comes in packs ranging from, 500 gm to 5 kg, ITC Agrotech claims that it spent nearly one year on R and D before launching Healthy World, benchmarking it against national players in the branded *atta* category, players like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalising the variant. "Our research revealed that the preferences in the North and South India differ distinctly across almost all parameters of *atta*. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far as taste goes," informs the marketing manager.

Consumers in the South are more receptive to branded *atta*, but the North leads in consumption, where average monthly household consumption is 27 kg as against just 3 kg in the South.

Conagra claims to be the largest miller in the US. ITC Agro took over the *atta* manufacturing portion of a partner in Chennai to streamline it in line with its parent company's manufacturing process. Which will also help ITC. Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation - "from the makers of Sundrop".

The branded *atta* market is estimated to be in excess of Rs. 350 Crore, with category advertising spend of about Rs. 20-25 crore. The theme line of Healthy World says, "More health. More Energy".

Questions :

- 1 Develop a sales promotion plan to encourage continued consumption of Healthy World in North India.
- 2 How would you make your sales promotion competition proof ?
- 3 How would you evaluate the results of this promotion ?

(18 marks)