

C 2774

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016**

(CUCSS)

Marketing

BUS 4E M06—RETAIL MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all questions.*

*Each question carries 1 weightage.*

1. What is customer loyalty ?
2. What is a video kiosk ?
3. What do you mean by mass merchandising ? Give an example.
4. Explain business format franchising.
5. What do you mean by storability product grouping ?
6. Explain the low end strategies used in the wheel of retailing.

(6 × 1 = 6 weightage)

**Part B**

*Answer any six questions.*

*Each question carries 3 weightage.*

7. Explain different target marketing strategy in retailing with suitable examples.
8. Explain different types of retailing.
9. Explain advantages of online shops.
10. What are the advantages and disadvantages of independent retail institution ?
11. What do you mean by vertical marketing system ?
12. What is franchising ? Explain different types of franchising.
13. What is consumer co-operative ? What are its advantages ?
14. What are the steps involved in direct marketing strategy ?

(6 × 3 = 18 weightage)

Turn over

**Part C**

*Answer any two questions.  
Each question carries 6 weightage.*

15. Explain the store based strategic mix.
16. What are the different types of retail ownership forms ?
17. Explain retail life cycle.

(2 × 6 = 12 weightage)