U.S.N ☐☐☐☐☐☐☐☐☐☐

P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
Fourth Semester, Master of Business Administration (MBA)
Semester End Examination; August - 2023
Retail Management

Time: 3 hrs   *Max. Marks: 100*

*Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.*

Q. No.	Questions PART - A	Marks	BLs	COs	POs
1 a.	Discuss the functions of retail marketing.	10	L1	CO1	PO1
b.	Illustrate the trends in retail format.	10	L2	CO1	PO2
	OR				
2 a.	Explain the traditional retail format.	10	L2	CO1	PO3
b.	Explain the activities performed by a retailer.	10	L2	CO1	PO3
3 a.	Elaborate the benefits of market segmentation.	10	L6	CO2	PO4
b.	Highlight the dimensions for segmentation in retail marketing.	10	L2	CO2	PO4
	OR				
4 a.	Explain the levels of location decision made in retailing.	10	L1	CO1	PO3
b.	Discuss the types of consumer goods.	10	L6	CO1	PO3
5 a.	Explain the constraining factors influencing merchandise plan.	10	L2	CO3	PO4
b.	Explain the component of mechanize budget plant.	10	L5	CO3	PO4
	OR				
6 a.	Interpret the different types of suppliers.	10	L2	CO3	PO3
b.	Explain the factors to be considered in organizing an effective display.	10	L2	CO3	PO2
7 a.	Explain the objectives of personal selling in retailing.	10	L2	CO3	PO1
b.	Outline the various pricing strategies adopted by the retailer.	10	L2	CO3	PO1
	OR				
8 a.	Explain the different types of loyalty programmes based on ownership and operation.	10	L3	CO4	PO2
b.	Explain the components of retail relationship strategies.	10	L3	CO4	PO2
	PART - B (Case Study is Compulsory)				

9. Mc Donald's socio-cultural segmentation.

      Mc Donald's acknowledge the voice of the consumer in India.

The Indian consumer is Indianzing Mc Donald's (as opposed to Mc Donld's Americanizing In – India), and if this is indeed happening, the effects are already starting to be seen.

Not only have Indian consumer altered the product offerings to fit in with their own values, belief, culture they also gone beyond this to influence the product offering of multinational back in the other parts of the world.

Questions:

a.	What are the benefits of market segmentation to retail – chain like Mc Donald?	6	L4	CO3	PO3
b.	What factors must a Mc Donald consider while identify and selecting target segment?	7	L4	CO3	PO3
c.	Which criteria of segmentation would satisfy the customers to be effective?	7	L4	CO3	PO3

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