

individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards. This trend has repercussions for all areas of the marketing mix of retail companies - whether this be individual advice and assistance in the store, making Individual offers, customised configuration of products, or specific help services and support after purchase. Finally, at a time when retailing is getting more competitive, retailers have to use new analysis methods, such as data mining, to exploit the advantages offered by precise evaluations of consumer behaviour. New technologies will be used to regain the knowledge about customers that will get lost in the tremendous expansions of local, regional, national retailer groups. In the final analysis, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customers' interests to further improve the company's relationship with them.

To move towards this path most people in the ultra-competitive apparel and fashion industry would need to answer -

- (a) Who are my customers?
- (b) What are their requirements?
- (c) How can fashion retailers offer satisfaction?

MBA 3615

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

Marketing

Paper XV — RETAIL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Write a note on non-store retailing.
2. What are the advantages of Super markets?
3. Write a note on WALMART.
4. What do you mean by Store design?
5. Enumerate the methods for determining inventory evaluation.
6. What is the role of publicity in a retail store?
7. What are hyper markets?
8. Write a note on retail theatre.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Differentiate between product retailing and service retailing with examples.
10. Evaluate the retailing environment for a food retailer.
11. Explain the need for comprehensive store planning.
12. What is Merchandising? How can it be of use to a retailer?
13. Develop a retail promotion mix for :
 - (a) Big bazaar.
 - (b) Vivek's.
 - (c) Subhiksha.
14. Explain the various retail layouts with examples.
15. Explain the import of globalisation on changing retail formats.
16. Describe the merits and demerits of :
 - (a) Customised stores.
 - (b) Shopping arcades.
 - (c) Multiplexes.

PART C — (20 marks)

(Compulsory)

17. Case study :

Retail profitability is steadily moving away from Commodities to Customers. This trend will define tomorrow's businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising these features will be Industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all - the customer.

Fashion houses and retailers will be able to build a two-way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year-round sales or special offers. But tomorrow's customer-driven economy will necessitate differentiating your business from everybody else's In a fundamentally unique way. First, as stores of organised retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get even more fragmented with customers demanding that they be treated as