

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester – IV****Paper Code : 542132****Subject Name: Retail Marketing****Subject Code: MBAM108****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. [Word limit – 30 words] (10x2 = 20 Marks)**

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| a. Define the 'Intertype Competition' in retailing. | CO-1 |
| b. What is 'Mobile Retailing' (M-commerce)? | CO-1 |
| c. Mention two characteristics of 'Off-price Retailers.' | CO-1 |
| d. What is 'Green Retailing'? | CO-1 |
| e. Define 'Retail Positioning.' | CO-1 |
| f. What is 'Visual Merchandising'? | CO-2 |
| g. Define 'Gross Margin Return on Investment (GMROI).' | CO-2 |
| h. What is the 'Racetrack Layout' (Loop layout)? | CO-2 |
| i. Define 'Shelf Fill Rate.' | CO-2 |
| j. What is 'Customer Dwell Time'? | CO-2 |

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. [Word limit – 100 words] (5x4 = 20 Marks)

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| a. Explain the 'Theory of Conflict' in retail evolution. | CO-3 |
| b. Discuss the influence of 'Reference Groups' on retail shopping behavior. | CO-3 |
| c. What are the advantages of 'Multi-channel Retailing' over single-channel? | CO-3 |
| d. Explain the 'Geographic Information System (GIS)' role in site selection. | CO-3 |
| e. Describe the 'Standardized' vs. 'Personalized' service approach in retail. | CO-4 |
| f. What are the key factors in 'Retail Price Sensitivity'? | CO-4 |
| g. Discuss the importance of 'Signage and Graphics' in a retail store. | CO-4 |

Q.3 STRUCTURED QUESTIONS – Attempt any Three. [Word limit – 200 words] (3x10 = 30 Marks)

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| a. Analyze the 'Procurement and Sourcing' process for a global fashion retailer. | CO-4 |
| b. Evaluate the impact of 'Big Data' on personalized retail marketing offers. | CO-4 |
| c. 'Effective Inventory Management is crucial for minimizing retail shrinkage.' Discuss. | CO-5 |
| d. Elaborate on the 'Gaps Model of Service Quality' in a retail context. | CO-5 |

Q.4 CASE / SITUATION – Attempt any Three. [Word limit – 300 words] (2x15 = 30 Marks)

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| a. A major supermarket chain is seeing a rise in 'Showrooming' (customers browsing in-store but buying online from competitors). Propose a 'Value-Added Service' strategy to convert browsers into buyers. | CO-5 |
| b. You are the Marketing Head of a retail group launching a 'Loyalty Program.' Design a tiered rewards system that uses gamification to increase 'Customer Share of Wallet.' | CO-6 |
| c. An apparel retailer wants to enter the Tier-2 and Tier-3 cities of India. Analyze the 'Product Assortment' and 'Pricing Strategy' they should adopt to match local consumer aspirations. | CO-6 |
