

Total No. of Questions : 5]

SEAT No. :

**PF12652**

[Total No. of Pages : 2

**[6648]-843**

**S.Y.M.B.A.**

**MARKETING SPECIALISATION**

**SE MKT-13 : Retail Marketing**

**(2024 Pattern) (Semester - IV)**

**Time : 2½ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Make suitable assumptions whenever necessary.*

**Q1) Answer any five of the following: (2 marks each). [10]**

- a) State two classic characteristics of traditional unorganised retail formats (such as Kirana stores) in India.
- b) Identify two different types of retail locations.
- c) Define integrated marketing communication (IMC) in the context of retailing.
- d) State any two objectives of retail pricing.
- e) Specify customer relationship management (CRM) in the context of retailing.
- f) Recall two methods used for personalising and customising the retail experience.
- g) List two digital marketing strategies used by retailers.

**Q2) Address any two of the following: (5 marks each). [10]**

- a) Classify the different pricing strategies used by retailers.
- b) Discuss the various non-store retailing formats and their importance in retailing.
- c) Examine the significance of integrated marketing communication (IMC) in retailing.

**P.T.O.**

**Q3) Answer any one.**

**[10]**

- a) A traditional Kirana store is facing competition from organised retailers and online platforms. Use the current trends in retailing to suggest measures that can help the store remain competitive.
- b) A retailer launching a new product wants to build customer awareness. Employ the elements of integrated marketing communication to design an effective communication program.

**Q4) Answer any one.**

**[10]**

- a) A premium apparel store wants to understand why customers prefer its outlets over competitors. Deconstruct the factors that contribute to a positive retail experience and explain their influence on customer satisfaction.
- b) A supermarket chain intends to enter a new city but is uncertain about the location and competitive environment. Examine the factors affecting retail location decisions and the role of SWOT analysis in formulating a retail strategy.

**Q5) Answer any one.**

**[10]**

- a) A family-owned Kirana store is considering converting into an organised retail outlet. Evaluate the advantages and limitations of this decision in the present retail environment.
- b) A marketing manager proposes using Generative AI to create promotional content and customer-specific pricing offers. Defend this proposal with well-reasoned arguments grounded in emerging retail technologies.

