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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Retail Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S004

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Explain the concept of "Impulsive Buying Behaviour".
- What is the relevance of retail layout?
- What is loss leader pricing?
- What are the four types of retail store layout?
- Define dynamic pricing in retailing.
- What is the point of purchase display?
- What do you understand by visual merchandising?
- Who is a channel captain in the distribution system?
- Explain the term GMROI.
- Define CRM.

Part-II

Q2 Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve) (6 x 8)

- What are the elements of retail marketing mix?
- Explain the different types of organized retail format with suitable examples.
- How economic and political factors impact on the retail environment?
- Describe the factors to be considered to have an effective retail pricing decision.
- Discuss the challenges and opportunities prevailing in global retailing sphere.
- What are the duties and responsibilities of store manager?
- What are the steps of personal selling in Retail?
- Write a short note on "Retail Supply Chain Management".
- Explain the factors those influence choice of retail location.
- What is retail inventory? Discuss.
- Differentiate between logistics and inventory management.
- What is the difference between Speciality stores and Discount stores?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16x2)

- Q3** Explain the importance of supply chain management and logistics in service retailing and product retailing in India by giving suitable examples. **(16)**
- Q4** Describe the process of setting a price for the retail product. Discuss the various pricing strategies useful to leverage demand-supply fluctuations in dynamic market scenario. **(16)**
- Q5** Explain in detail about the different factors affecting retail consumers' buying decisions. Describe the decision making process in retail. **(16)**
- Q6** Define Merchandising. Discuss its importance and scope in retail business. Enumerate the factors that retailers should consider while merchandising objectives. **(16)**

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Course: MBA
Sub_Code: 18MBA402A

4th Semester Regular/Back Examination: 2024-25
SUBJECT: Product & Branding Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM,

RM

Time: 3 Hours

Max Marks: 100

Q.Code: S092

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from

Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1

Answer the following questions:

(2 x 10)

- What do you mean by Product Line?
- What is Product Management and why it's needed?
- Explain the concept of Brand identity.
- Write any two key roles/responsibilities of product manager.
- What is Brand Equity?
- What is Product line?
- What is Product Mix decision?
- What is Test marketing?
- What is brand architecture?
- What is brand rejuvenation?

Part-II

Q2

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the POP & POD concept of Brand positioning with special reference to couple of brands, one FMCG and one durable brand.
- What are the criteria applied in brand naming decisions? Discuss the different types of brand name category by citing suitable examples.
- Elaborate the differences between Brand Positioning and Brand Repositioning in the context of modern day market dynamics.
- Write Short notes on: I. Brand Rituals II. Brand Imagery
- What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.
- Define brand loyalty and write about the loyalty levels of the customer with respect to brands.
- Elaborate the concept of 'Brand Identity Prism'. Discuss its relevance and use in the modern context.

- h) What are the hindrances to 'New Product Development'? Mention the reasons for New Product failure.
- i) Suggest a Brand Positioning strategy for a brand of your choice preferably from Fast Moving Consumer Goods (FMCG) industry.
- j) Which brands do you have the most resonance with? Can every brand achieve resonance with its customers? Why or why not?
- k) In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective?
- l) Comment upon the significance of branding for consumer products in today's competitive marketing environment.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

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|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Q3 | What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples. | (16x2) |
| Q4 | Elaborate the different stages of Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving suitable example. | (16) |
| Q5 | Discuss the sources of measuring brand equity with respect to customer mindset. Elaborate the different qualitative and quantitative research techniques to gather the same. | (16) |
| Q6 | Explain the 'Customer-Based Brand Equity Pyramid' & discuss different hierarchical steps and the movement of brands therein. | (16) |

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Course: MBA
Sub_Code: 18MBA403A

4th Semester Regular/Back Examination, 2025

SUBJECT: B2B Marketing

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time : 3 Hours

Max Marks: 100

Q.Code: S163

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from

Part-III.

The figures in the right hand margin indicate marks.

Q1 Answer the following questions: **Part-I** (2 x 10)

- a) Illustrate the importance of B2B marketing
- b) Differentiate between Business market and consumer market
- c) What do you understand by reverse logistics?
- d) Differentiate between straight re-buy and modified re-buy.
- e) How can marketers build customer relationships in B2B?
- f) What is the importance of advertising in B2B market?
- g) Why is tendering required?
- h) What is price bid?
- i) Discuss briefly about buying roles in B2B buying.
- j) What is understood by firmographics?

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **Part-II** (6 x 8)

- a) Explain how Business Buyers can be engaged with digital and social media.
- b) What skill sets and competencies are required to the buying centre in B2B manufacturer?
- c) How can segmentation of business market be done?
- d) What do you understand by positioning? What are the criteria for making a good positioning strategy?
- e) Explain CRM strategies which can be used for Business markets?
- f) B2B marketing is more complex than B2C marketing. Comment.
- g) Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- h) Discuss the composition of a business Centre and their respective roles in the business Centre.

- i) What are the challenges for selling to a buying centre?
- j) Discuss the importance and factors influencing pricing in B2B markets.
- k) Sales promotion can be targeted to different customer categories in B2B marketing.
Comment
- l) Explain various elements of IMC in Business marketing communication and their significance

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3** Explain the factors affecting industrial buying behaviour. Discuss the buyers' decision process approach with suitable examples. (16)
- Q4** Branding plays a crucial role in B2B marketing. Comment. Develop a business channel strategy for a packaged bottling manufacturer. (16)
- Q5** How do you measure the success of a B2B market campaign? Describe your experience while developing and executing B2B marketing strategies. (16)
- Q6** How can B2B marketing manager make use of the changing technology to increase the customer base? (16)