

- (e) "Strategic planning in a tool for effective marketing and distribution of goods and services." – Explain.
- (f) "The mall culture is growing very fast in India due to boom in retailing industry." – Explain.

2 Attempt any **two** parts of the following : **10×2=20**

- (a) Effective communication with customers at retail end is very important, hence careful use of point of sale material by retailer is a must. Critically evaluate the statement.
- (b) Proper application of the concept of Segmentation, Targeting and Positioning be adopted for selection of retailer by the manufacturer. – Explain.
- (c) Discuss nontraditional forms of retailing.

3 Attempt any **two** parts of the following : **10×2=20**

- (a) What factors need to be taken into consideration while selecting people in a retail organisation ?
- (b) Service Quality perception plays an important role in retail success. Analyse the statement in light of SERVQUAL model of service quality.
- (c) How do you think can branding help in growth of retail industry ?

VB-7039]

2

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4 Attempt any **two** of the following : **10×2=20**

- (a) What do you mean by out of store retailing ?
Differentiate this with instore regular retailing.
- (b) How is pricing decision taken in retailing ?
- (c) Retail information systems consists of various subsystems. What are they and how do they work ?

5 Attempt any **two** of the following : **10×2=20**

- (a) What factors need to be considered for going global in retailing ?
 - (b) KFC failed and Wal Mart had to wait long for its entry into India. Explain the reasons in view of the factors of internationalisation.
 - (c) How should Indian retail industry prepare itself for competition from international giants ?
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