

MBMM 3005 R

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Marketing Management

RETAIL MARKETING

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Define Retailing. Explain briefly its significance in globalized market.
2. Discuss different types of retail stores with examples.
3. Explain the role of Information technology in retailing.
4. Briefly explain the different store formats with suitable examples.
5. What are the methods of positioning a retail shop? How to maintain and manage store image?

6. Discuss the key steps involved in planning merchandise for a retail store.
7. Explain the effectiveness of advertisements in retail marketing.
8. Discuss the advantages and challenges of globalization for retail companies.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Discuss the influencing demographic factors in shopping behavior.
10. Describe the concepts of promoting, branching and pricing in retailing.
11. Brief the concept of retail shopper's behavior. What is the role of attitude and perception in retailing shopping behavior of customers in India?
12. What are the various types of store layouts and designs in retailing? Also explain the factors influencing it.
13. Evaluate the impact of e-commerce on traditional retail formats such as brick-and-mortar stores and supermarkets.
14. Retail branding and its uniqueness-Elaborate.

15. Suggest a suitable channel designs for a company that sells electronic durables-Explain.
16. How do international retailers influence local businesses, consumer behavior, and market competition?

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory-IKEA Store Format
IKEA, a Swedish multinational company, is renowned for its flat-pack innovative retail store format. Its stores are designed to offer a unique shopping experience that reflects its brand values of affordability, functionality, and modern design. IKEA's retail store format demonstrates how a well-designed store layout, coupled with a focus on customer experience and operational efficiency, can drive success in the retail sector. The showroom layout, self-service warehouse, and interactive elements collectively enhance the shopping experience, contributing to IKEA's strong global presence and continued growth.
Discuss and illustrate the importance of aligning store format with brand values and customer needs in achieving retail success.