Select a jeweller shop in an enclosed mall and one

SECTION C — (1 × 20 = 20 marks)

17. What are the methods in which a retailer can

enter a new market?

16. What are the reasons why retailers choose to go

international?

15. Explain the concept of international retail and

customers

14. How do retailers communicate with the

market

13. What are the considerations in selecting retail

location

12. What are the major non-store retail channels?

11. Discuss the strategic planning process.

10. Develop sustainable competitiveness for the retailers to

determine location. What is meant by retail strategy? What are the

important opportunities for the retailers to

9. Answer any FIVE questions.

SECTION B — (6 × 10 = 60 marks)

8. What are the challenges and reason for failure in

stores.

7. Explain the three general types of layout design of

retail stores

6. What are the responsibilities of a store manager?

5. List out the activities needed to build the brand

equity for the firm.

4. What are the basic retail pricing strategies?

3. How to evaluate a site for locating a retail store?

2. Discuss the legal, social and technological issues in

Retail Marketing

Marketing/Retail Management

Third Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014.

M.B.A. 3005/3006