What is Mergers?

8.

Explain Value chain Analysis.

7.

Define Benchmark Marketing.

6.

What is Brand Portfolio?

5.

What is Brand Awareness?

4.

What is Self-image?

3.

What is brand positioning?

2.

Differentiate brand and branding.

1.

Write short note on:

Question:

Comment on McDonald's Retaining Styles.

Maximum marks: 100

PART A (6 marks)

Answer any FIVE out of the following:

PART A: Three hours

RETAIL BRANDING AND STRATEGY

Retail Management

Third Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MRRM 3001

Product launches happen every year, but mean

retail management expects it to be price competitive as

it wants to attract more outlets. It evaluates Indian food

through the eyes of the customer and is constantly

looking for growth opportunities. The company is

researching new restaurant options, including ones on

Mumbai-Pune highway. It wants to subject such restaurant on

restaurant.

restaurant.

restaurant.

restaurant.
PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. “Retail branding requires strategy, which is the tactics a Company adopts to arouse Consumers interest in its brand” — Comment.

10. Explain about Brand proposition at a familiar FMCG Industry.

11. Elucidate various issues related to Brand Management.

12. Explain the process involved in Building and Managing brand in retail management.

13. Differentiate service retailing with product retailing.

14. How will you compare the CRM with VCA?

15. Differentiate merger and acquisition strategic alliances involving retailers. State different types of merger.

16. Explain different marketing environment which reflect retailing in general.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study

McDonald’s serves 45 million customers everyday in 28,000 restaurants in 120 countries. Interbrand puts a value of $25 billion on McDonald’s brand. Its logo of Golden Arches is most widely recognized symbol. McDonald’s came to India ten years ago. It has friendly, informal hassle-free ambience, and is conducive to fun making for the kids. McDonald's in its advertising in India targets the Indian father, a decision-maker in his own right. Its new positioning is that caring dads take the families to McDonald's to have a great time. It is a welcome and affordable Family restaurant committed to values of quality, fun, and excitement. It wants to strike an emotional bond with the family. It has the latest food processing technology and supply chain in place. It is aiming to set up a chain of 80 restaurants by 2013. It has currently 30 restaurants most of which are in Mumbai and Delhi and one each in Pune, Jaipur and Mathura. It wants to register its presence in South. By 2015, it wants atleast 100 restaurants. It wants the consumers to the concept of drive-through