

**Savitribai Phule Pune University**  
**Department of Management Sciences (PUMBA)**  
**MBA, Trimester – V, External Assessment Examination, Feb, 2016**  
**Subject Code: 505(G)                      Name of Subject: Retail Selling & Promotion**

Marks: 50

Time: 3 Hrs

**Instructions to the students – Que 1 & Que 2 are compulsory and carry 15 marks each**  
**Answer any TWO questions from the remaining which carry 10 marks each**

Q1. Mr. Karan an emerging entrepreneur MBA graduate wants to start a business. He thought to start a business in organized retailing with retail mall. He decided and starts departmental store named Karan Mall at Shivaji Nagar in Pune. The competitors under this category are Shoppers Stop and Big Bazaar. In order to survive in such serious competition Mr. Karan wants help from you. As a Marketing Manager of Karan Mall, discuss and decide the marketing strategies by using retail marketing mix for Karan Mall.

Q2. A retailer plans to open a new store near university. It will specialize in collegiate merchandise such as T-shirt, sweatshirts and fraternity accessories. Develop an integrated communication program for the retailer. Also develop an appropriate promotion budget? What specific advertisement media should the new store use to capture the university market?

Q3. As customer service is intangible in nature, how customers evaluate retail service quality?

Q4. Explain in detail the types of buying decisions.

Q5. How can signage and graphics help both retailer & customer? Consider the following type of retail formats that you likely have visited in the past: supermarket, department store, hypermarket. Describe which retail format have implemented the best practices for coordinating signs and graphics with each store's image and which formats should improve this aspect of their store layout, design and visual merchandising.

Q6. Explain the objectives of CRM programs and discuss the CRM programs in details.

---