

Seat Number of Candidate:

MBA++T5/505G/ 022013

**Department of management Sciences, University of Pune, MBA ++ COURSE,
FINAL EXAMINATION QUESTION PAPER
Sector : Retailing Management, Subject: 505 G Retail Selling & Promotion**

Time: 3 Hours

Marks: 50

Instructions: 1) Que 1 & Que 2 are compulsory. 2) Answer any TWO from Que 3 to Que 5

Que 1: Service gap analysis provides a systematic method of examining a customer service program's effectiveness. Top management has told system manager that customers are complaining about the long wait to pay for merchandise at the checkout station. How can the system manager use gap analysis to analyze this problem and suggest strategies for reducing this time. (15 Marks)

Que 2: A retailer plans to open a new store near a university. It will specialize in collegiate merchandise such as T-shirt, sweatshirts, fraternity accessories. Develop an integrated communication program for the retailer. Also design the strategies to attract customer on weekend and holidays to capture the university market? What specific advertisement media should the new store use to capture the university market? (15 Marks)

Que 3: Explain in detail the consumer buying process. How would you expect the buying decision process to differ when shopping on the internet compared to shopping in a store? (10 Marks)

Que 4: Which of the following types of retailers do you think would benefit most from instituting CRM: a) supermarket, b) bank, c) automobile dealer, d) consumer electronics retailers? Why? (10 Marks)

Que 5: Write short notes on (Any TWO)

1. Extended problem solving
2. Visual Merchandising
3. Customer Pyramid
4. Frequent shopper programs

(10 Marks)
