

SUBJECT – Retail Marketing

SUBJECT CODE – MKT 664 MJ

Date : 13-05-2026

Pattern : 2024

Duration : 150 min

Max Marks : 50

Instructions for students :

- Marks are indicated for each question.
  - Handwriting should be eligible for evaluation.
  - Marks will be given for quality, not quantity.
- 

**Q.1]** Answer the following questions

( 5 Questions – 2 Marks Each)

(10 Marks)

- a) Define Retailing and state its scope.
- b) List any four functions of retailing in the distribution channel.
- c) What is Omnichannel Retailing?
- d) Name any two store-based retail formats and two non-store retail formats.
- e) Match the following:

Column A

Column B

1. Convenience Store
2. Hypermarket
3. Specialty Store
4. Discount Store

- a. Bulk buying
- b. Limited assortment
- c. Narrow product line
- d. Low pricing strategy

**Q.2]** Attempt any Two ( 5 Marks Each )

(10 Marks)

- a) Compare organized retailing and unorganized retailing.
- b) Summarize the consumer decision-making process in retail.
- c) Contrast store-based retailing and non-store retailing formats.

**Q.3]** Attempt any One ( 10 Marks )

(10 Marks)

- a) Explain the evolution of retail formats globally and in India with suitable examples.
- b) Demonstrate the strategic retail planning process, including mission, vision, SWOT, and goal setting.

**Q.4]** Attempt any One ( 10 Marks )

*(10 Marks)*

a) A retail store is facing declining sales despite good location. Analyse the situation using SWOT and PESTEL analysis, and suggest corrective measures.

OR

b) A supermarket wants to improve its pricing strategy. Apply different retail pricing methods and strategies (cost-based, competition-based, dynamic pricing) and recommend the best approach.

**Q.5]** Answer the following any one

*(10 Marks)*

a) Design a Retail Marketing Communication Plan for a new apparel store, including IMC tools, target audience, budget, and evaluation metrics.

OR

b) Imagine you are launching an omnichannel retail business. Create a plan integrating online and offline channels, CRM strategies, and customer experience enhancement techniques.