Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION – SUMMER • 2015

Subject Code: 849901 **Date: 15-05-2015**

Subject Name: Retailing - II

Time: 10.30 am - 13.30 pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	(a)	What are the various methods of franchising which exists? Explain with examples.	**07**
	(b)	Discuss the reasons for the success of franchising as a retail model?	**07**
Q.2	(a)	What are private labels? What are the different categories in which they can be classified? Give examples of Indian private labels in each category?	**07**
	(b)	Explain the process of private label creation?	**07**
		OR	
	(b)	Explain the role and relevance of customer relationship management in retail?	**07**
Q.3	(a)	Discuss in detail the different loyalty programs that can be adopted by different format of retailers?	**07**
	(b)	Discuss the importance of information technology in retail in current scenario? Which problems of the retailers can be solved by the use of information technology?	**07**
		OR	
Q.3	(a)	It is very necessary to keep certain basic pronciples in mind while creating the store environment. Explain the various peinciples which a retailer should keep in mind ehile crafting the store environment?	**07**
	(b)	Apart from using the product, what can be the various tools which a retailer may use to make a visual impact on the customer?	**07**
Q.4	(a)	What are the reasons for the emergence of category management? What is the role played by category management while retail strategy is designed?	**07**
	(b)	What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value?	**07**
		OR	
Q. 4	(a)	What are the elements of Store design? Discuss the role of Atmospherics & Aesthetics in store design?	**07**
	(b)	Is the concept of Integrated Marketing Communication relevant to a retailer?	**07**
Q.5	(a)	Discuss the pros and cons of permitting FDI in Indian retail?	**07**
	(b)	What is the significance of branding in retail?	**07**
		OR	
Q.5	(a)	Explain the various gaps which need to be closed in order to narrow the Customer Service Gap?	**07**
	(b)	Discuss the role played by POP communication in a retail store	**07**

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