

Instructions:

1. *All Questions are compulsory*
 2. *Figures to the right indicate marks*
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1. Write short notes: (any four) (4 X 4 = 16 Marks)

- a. Price v/s Value
- b. Need for Promotion Strategies
- c. Meaning of Retail Shopper
- d. Standardisation v/s Customisation
- e. Customer Loyalty
- f. Business Mission

2. Write short notes: (any four) (4 X 4 = 16 Marks)

- a. Quality in retail
- b. Need for Promotion
- c. Types of Consumer Goods
- d. Customer Relationship Management
- e. Product enhancement through services
- f. Push logistics v/s Pull Logistics

3. A. Explain the Life Cycle of Goods that every product goes through. (12 Marks)

OR

X. Elucidate the various forms of Promotion Strategies available to Retailers. (12 Marks)

4. A. Describe the factors influencing consumer buying decisions. (12 Marks)

OR

X. Explain the customer decision making process. (12 Marks)

5. A. Elucidate the concept of managing customer expectations and handling complaints, also explain the process of handling complaints to be followed by the retailers. (12 Marks)

OR

- X. Explain Customer Loyalty Programmes and essential features of loyalty programmes.

(12 Marks)

6. A. Describe the various Growth Strategies that can be adopted by Retailers to grow their businesses. (12 Marks)

OR

- X. Explain the implementation of Retail Strategies Process.

(12 Marks)

***** ALL THE BEST *****