

Code No: MB193C2 /19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA VIZIANAGARAM

MBA III Semester Regular/Supplementary Examinations, November-2025

RETAIL MANAGEMENT

(Marketing)

Time: 3 Hours

Max. Marks: 75

Answer any FIVE Questions One Question from Each Unit

Question No.11 is Compulsory

UNIT-I

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| 1. | a | Explain the economic significance of retailing in a developing economy. | 6M |
| | b | Explicate the Compare product retailing and service retailing with suitable examples. | 6M |

OR

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| 2. | a | Discuss the elements of a retail marketing environment. | 6M |
| | b | Analyze the differences between Indian and global retail scenarios. | 6M |

UNIT-II

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| 3. | a | Describe the importance of market segmentation in retail | 6M |
| | b | What are the criteria for effective segmentation in retail marketing? | 6M |

OR

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| 4. | a | Explain the factors affecting retail location decisions. | 6M |
| | b | Discuss location-based retail strategies with examples. | 6M |

UNIT-III

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| 5. | a | How does a retailer build a sustainable competitive advantage? | 6M |
| | b | Explain the strategic retail planning process in detail. | 6M |

OR

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| 6. | a | Discuss psychological pricing and its impact on consumer behavior. | 6M |
| | b | Differentiate between mark-up and mark-down pricing strategies. | 6M |

UNIT-IV

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| 7. | a | What are the key benefits of relationship marketing in retailing? | 6M |
| | b | Explain the components and principles of CRM in retail. | 6M |

OR

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| 8. | a | Describe the tools used in integrated marketing communication. | 6M |
| | b | What factors have led to the increased use of sales promotion? | 6M |

UNIT-V

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| 9. | a | Explain the stages involved in retail global evolution. | 6M |
| | b | Discuss the reasons and benefits for retailers going global. | 6M |

OR

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| 10. | a | What are the opportunities and challenges in international retailing? | 6M |
| | b | Describe various market entry methods used in global retail expansion. | 6M |

CASE STUDY

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| 11 | | Big Mart, a mid-sized Indian retail chain specializing in household goods and groceries, faced stiff competition from both local stores and international giants like Walmart and Amazon. To stay competitive, Big Mart adopted a multi-pronged strategy. First, it segmented its market based on income levels and shopping behavior, targeting | 15M |
|----|--|--|-----|

middle-income families with value-for-money products. Second, it revamped its store layout to enhance customer experience—introducing wider aisles, better lighting, and digital kiosks for self-checkout.

Big Mart also embraced Customer Relationship Management (CRM) by launching a loyalty program offering discounts and personalized offers. This helped build long-term relationships and increased repeat purchases. Additionally, the company expanded to Tier-2 cities, using trade area analysis and site evaluation to select optimal locations. To support this expansion, Big Mart adopted integrated marketing communication tools such as SMS campaigns, influencer tie-ups, and festive promotions.

Within two years, Big Mart saw a 25% increase in footfall and a 15% rise in revenue. Its strategic retail planning and customer-centric approach proved vital in navigating a competitive retail landscape.

Questions:

1. How did Big Mart use segmentation and CRM to enhance customer loyalty and drive sales?
2. What role did store layout and location strategy play in Big Mart's expansion success?