

**CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE
EXAMINATION
OCTOBER 2012**

MARKETING MANAGEMENT - II

**Time: 3 Hrs
120**

Max. Marks:

SECTION - A

Answer any THREE questions: 3X20=60

1. Explain the concept of trading area? What are the benefits of thorough analysis of the trading area to the retailer?
2. Explain the various elements of a retail promotion mix?
3. Describe briefly the various types of retailing?
4. Highlight the importance of brand personality and explain the various factors that influence consumer attitude towards a brand?

SECTION - B

Answer any FIVE questions (case is compulsory):

5X10=50

5. Describe the pros and cons of brand extension and the need for brand extension?
6. Briefly explain the various types of marketing channels.
7. What are the different methods of buying merchandise?
8. What are the types of Marketing Channel Conflicts? How are they resolved?
9. What are the key points to be considered with respect to merchandise security?
10. Case Study:
Big retail chains across the country such as Shoppers' Stop, Westside, Pantaloon (Retail India), Life Style leave no stone unturned to woo the consumers during the festival season. It is normal for retail chains to offer attractive freebies and discounts during the festival season. Drivers for festive bonanza are two-fold. One is to cash in on increased festive season spending. Second is more bottom line-driven, with loss-making stores looking to wipe out losses. In other words, retail chains obviously want to push out stocks and inventories to avoid loss on account of excess inventory and low turnover.

Analyze the various sales promotion methods employed by the retailer during the festival season.

SECTION - C

Answer ALL the questions.

10X1=10

11. a) What is store layout?
b) Define inventory management.
c) What is retail life cycle?
d) What is vertical marketing?
e) Define Brand Equity.
f) What is Brand Imagery?
g) What is merchandise labeling?
h) What is an operations blueprint?
i) State any two retail store sales promotion schemes.
j) What is merchandise forecasting?

CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2013
BUSINESS MANAGEMENT
MARKETING MANAGEMENT PAPER - II
Brand and Retail Management

Time: 3 Hrs

Max. Marks: 120

SECTION – A

Answer any Three of the following:**3X20=60**

1. 'Each retail format offers different set of features'. Explain the above statement by focusing on the types of retailing.
2. Elucidate as to how location and organizational decisions have an impact on retailing.
3. Write short notes on the following;
 - a) Technological Developments in Retailing
 - b) Brand Personality
4. Comment on the importance of store layout and space allocation in operations management with relevant examples.

SECTION – B

Answer any Five of the following (Case is compulsory):**5X10=50**

5. What are the issues to be taken into account while managing store employees?
6. Explain the wheel of Retailing and its strategies.
7. Write a note on Retail Promotion mix strategy.
8. Explain the various types of marketing channels.
9. "Marketing challenges in retailing create new opportunities'. Elaborate the above in the Indian context.
10. Lifebuoy launched in India in 1895 in a brick-red colour and the cresylic perfume, Lifebuoy underwent several changes over the years, charting newer avenues for growth and expansion of the brand's customer franchise. One of the most significant changes happened with the re-launch of the brand with new formulations, colour, fragrance, and packaging to make the brand contemporary. While the product formulation, packaging and other brand elements have changed, the brand continues to maintain its core value proposition of 'health'.
 Question:-
 Explain the marketing advantages of building brand equity with reference to Lifebuoy.

SECTION - C

11. **Answer all the following:****10X1=10**

- a) What is retailing?
- b) Expand VMS.
- c) What are points-of-difference?
- d) What inventory?
- e) Give an example of brand extension.
- f) What is value chain?
- g) What are super brands?
- h) What is push strategy?

- i) Expand POP.
- j) Give an example of a hypermarket.

BBM 505.3

Reg. No.

CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2013

BUSINESS MANAGEMENT

MARKETING MANAGEMENT PAPER - I

Marketing Research & Consumer Behaviour

Time: 3 Hrs

Max. Marks: 120

SECTION – A

Answer any Three of the following:

3X20=60

1. What is Marketing Research and discuss the process of conducting marketing research?
2. What do you mean by market segmentation? What are its criteria? Explain the bases of segmentation of a market.
3. What is meant by organizational buying? Explain its participants and the major influences on buying decisions.
4. Discuss the different methods of sampling techniques.

SECTION – B

Answer any Five of the following (Case is compulsory):

5X10=50

5. Explain the ethical issues that need to be considered in marketing research.
6. Explain the various sources of primary data.
7. Discuss the different types of research design.
8. Explain the process of questionnaire designing.
9. Explain the consumer behavior model.
10. Case Study:
“The rising demand for affordable smart phones in the major emerging markets of India and China has helped local mobile manufacturers surpass by the established global brands in April and June quarter this year”, says the research carried out by International Data Corporation (IDC). IDC identified Micromax, Karbon, Lava, Maxx and Intex are the rising players in the emerging smart phone market in India. These firms scaled up their operations and competitive on both price and hardware specifications like bigger screens. In case of 4 inch plus screen size segment and 5.6 inch segment saw most shipments during the early part of the year by local manufacturers.
 - Discuss the issues involved in the above can by focusing on the mobile market in India.
 - Discuss the rivalry among the global and local brands in mobile market.

SECTION - C

11. **Answer all the following:** 10X1=10
- a) What do you mean by consumer behavior?
 - b) What do you mean secondary data?
 - c) What is hypothesis?
 - d) What is coding?
 - e) What do you mean by targeting?
 - f) What is resellers market?
 - g) What is Type 1 error?
 - h) Distinguish between Market Research & Marketing Research.
 - i) What do you mean by ethics?
 - j) What is conclusive research?

BBM 505.2

Reg. No.

CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2014

BUSINESS MANAGEMENT

MARKETING MANAGEMENT PAPER - II

Brand & Retail Chain Management

Time: 3 Hrs

Max. Marks:

SECTION – A

Answer any Three of the following: 3X20

- 1. What is retailing? Explain the various types of retailing.
- 2. The three most important factors in buying a retail store are location, location, location. Elucidate.
- 3. Explain the importance of store layout and space allocation in operations management with examples.
- 4. Write short notes on the following:
 - a) Inventory Management
 - b) Retailing life cycle

SECTION – B

Answer any Five of the following (Case is compulsory): 5X10

- 5. Write a note on Vertical Marketing Systems.
- 6. As a retailing graduate, what measures you would suggest to a retailer to better understand the varying nature of customers.
- 7. What is retail promotion mix? Discuss the strategies.
- 8. Take a retailer of your choice and explain the problems faced by him for (1) building brand Value and (ii) building relationships with customers.
- 9. Explain the different aspects of Store security.
- 10. Case Study:

The Indian government's decision to use the '₹' symbol for the Indian Currency (rupee) reflects two main purposes. First, the symbol helps distinguish the Indian currency from the currencies of countries who also designate their currency as rupee and secondly it also helps the Indian currency to associate itself with the elite group of currencies. The symbol is an amalgam of the widely spoken language of India. The parallel lines at the top make an allusion to the tricolor, India's national flag. It also depicts an equality sign. The symbol requires minimal strokes and this makes it quick and easy to write. The simplicity and the familiarity of the rupee symbol provide it a higher recall value.

Question:

Explain the features in the rupee symbol that helps it to build brand equity. Suggest changes in the symbol if any.

SECTION - C

11. **Answer all the following:** **10X**
- a) What is positioning?
 - b) Define Niche marketing.
 - c) Who is a centralized retailer?
 - d) What are convenience stores?
 - e) Expand EOQ.
 - f) What are free samples?
 - g) Expand FMCG.
 - h) What is a Logo?
 - i) What is Push strategy?
 - j) Give an example for brand extension.

BBM 505.3

Reg. No.

**CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2014
BUSINESS MANAGEMENT
MARKETING MANAGEMENT PAPER - I
Marketing Research & Consumer Behaviour**

Time: 3 Hrs

Max. Marks:

SECTION – A

Answer any Three of the following: **3X20**

- 1. Discuss the steps involved in the process of Market Research. Highlight the importance of Market Research in business.
- 2. What is sampling? Explain various techniques in sampling.
- 3. What do you mean by market segmentation? What are its criteria? Explain the bases of segmentation of a market.
- 4. What is meant by organizational buying? Explain its process.

SECTION – B

Answer any Five of the following : **5X10**

- 5. Discuss the different types of Research Design.
- 6. Define and distinguish primary and secondary data.
- 7. Explain the consumer behavior model.
- 8. Discuss the ethical issues involved in conducting market research.
- 9. Describe the consumer decision making process with example.
- 10. Explain the statistical techniques used in Research.

SECTION - C

11. **Answer all the following:** **10X**
- a) What is Editing?
 - b) What is sample?

- c) What is type II error?
- d) What do you mean by hypothesis?
- e) What is targeting?
- f) What is sub-culture?
- g) What is resellers market?
- h) What is population in research?
- i) Distinguish between coding and tabulating.
- j) Who is an 'Initiator' in business buying behavior?

CREDIT BASED FIFTH SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2015
BUSINESS MANAGEMENT
MARKETING MANAGEMENT – II
Brand and Retail Chain Management

Time: 3 Hrs.

Max. Mark

SECTION – A**Answer any Three questions:****3***

1. 'Retailing provides considerable value to consumers'. Elucidate and explain the various types of retailing.
2. Write a detailed note on retail store sales promotion schemes.
3. Explain the role of inventory management and merchandise forecasting in retailing.
4. Write a note on location and organizational decisions and site selection in the process of planning in retailing.

SECTION – B**Answer any Five questions:****5***

5. What are the advantages of branding? What value does the organization and customers get out of the branding process?
6. Retailers are crucial players in the emerging market scenario in India – comment.
7. Explain the wheel of retailing.
8. Internet technology and e-commerce has added a new dimension to the business of retailing. Discuss with suitable examples.
9. Explain the types of marketing channels.
10. Case:

While retailers are involved with distribution and bulk breaking, they also contribute towards brand building. Big Bazaar is no exception to this. It is the largest hypermarket chain in India. Big Bazaar offers a wide range of products which range from apparels, food, farm products, furniture, child care, toys etc of various brands like Levis, Allen Solly, Pepsi, Coca-Cola, HUL, ITC, P & G, LG, Samsung, Nokia, HP etc. It also promotes a number of in house brands like DJ & C, Tasty treat, clean mate, sensui, care mate, Korya and 44 other brands. The hypermarkets are spread over 40,000 – 45,000 sqft and the expenses formats of Big Bazaar are over 15,000 – 20,000 sqft and the super centers are set up over 1 lakh sqft. Normally all the stores are U shaped and well planned.

Posers:-

- a) How is big bazaar helping in brand building for many small players? Explain with examples.
- b) Write a note on the store layout and space allocation of big bazaar.

SECTION - C**11. Answer all the questions:****10**

- a) What is merchandise labeling?
- b) What is retail mix?
- c) What is umbrella branding?
- d) Who is a wholesaler?
- e) What is brand extension?
- f) What is credit management?
- g) What is brand image?
- h) Who is a centralized retailer?
- i) What is trading up phase?
- j) What is a departmental store?
