Registration No.:

QUS-LIBRARY 529

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Retail Management
BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM
Time: 3 Hour
Max Marks: 100
Q.Code: P323

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** **(2 x 10)**

a) List out two reasons behind the growth of retailing in India.
b) Define vertical integration in retail distribution.
c) Discuss an innovative retailing practice in India.
d) What is the role of the "co-operative society retail unit"?
e) Write the relevance of an isolated retail store.
f) Why a buffer stock is essential?
g) What do you understand by loop-type store layout?
h) Define brand management.
i) Can GMROI be used to calculate the profitability of a retail organization?
j) Explain loss leader pricing strategy.

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 × 8)**

a) Discuss several challenges associated with unorganized retailing. How can organized retailing help to address such challenges?
b) What are various non-store-based retail strategies? Give a practical example.
c) Explain various factors affecting the retail location decision.
d) Differentiate between staple and fashion merchandise.
e) Discuss how brand segmentation is helpful for brand positioning.
f) Is brand extension necessary? Differentiate brand extension and line extension.
g) Examine various factors associated with the retail communication mix.
h) List out various objectives of retail sales promotion. Formulate a sales promotion strategy for a product having high competitiveness in the market?
i) What is the importance of visual merchandising in the context of retail aesthetics?
j) Elaborate on three modern retail trends that revolutionized the retail industry.

k) Discuss the key stages involved in the movement of retail products through various distribution channels.

l) How can retailers optimize the assortment of goods to meet diverse consumer needs?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 a) Explore the evolving role of digital platforms in shaping retail experiences and consumer interactions in today's marketplace. (8)

b) How do non-store-based retail formats influence consumer shopping preferences as compared to traditional brick-and-mortar shops? Explain by taking an example of an online retail brand. (8)

Q4 How does the retail marketing mix impact consumer behavior and purchasing decisions? Discuss the key elements of the retail marketing mix and their significance by taking an example of a leading retail organization. (16)

Q5 How are pricing strategies responsible for running a successful retail business? Discuss various types of pricing strategies that are appropriate for planned business districts. (16)

Q6 a) What are various branding strategies in retail? How does it help a retail brand to create emotional connections with its consumers? (8)

b) What are the key benefits of brand equity? Elaborate the consequences of positive and negative brand equity. (8)

Registration No.: | | | | | | | | | | |

QUS - LIBRARY 530

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA402A

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Product and Branding Management
BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM
Time: 3 Hour
Max Marks: 100
Q.Code: P449

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** (2 x 10)

a) What is brand positioning?
b) Define brand equity.
c) What is product mix?
d) What is meant by point of difference?
e) What is ethical branding?
f) Define brand imagery.
g) What is brand judgement?
h) What is brand revitalization?
i) What is brand dilution?
j) What is brand logo?

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 × 8)

a) Discuss the customer-based brand equity model of strategic branding and explain different hierarchical steps and the movement of brands therein.
b) Elaborate the point of parity and point of difference concept of brand positioning with special reference to one FMCG and one durable brand.
c) Explain brand architecture. How to build strong brand architecture?
d) What is leveraging brand equity? Explain its advantages and disadvantages.
e) What is new product development? Explain its steps.
f) Explain in detail the pros and cons of brand extension.
g) What is brand image? Explain its various dimensions.
h) What is product line? Explain in the context of MNC company.
i) Explain Aaker's brand valuation model in detail.
j) What are the elements of brand personality? Explain.
k) How is a brand created? Write about major branding strategies.
l) What is brand identity? Discuss the Kapferer's brand identity prism with example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Identify the different types of brand elements. List the general criteria for choosing brand elements and describe key tactics in choosing different brand elements. **(16)**

Q4 Discuss the sources of measuring brand equity with respect to customer mindset. Elaborate the different qualitative and quantitative research techniques to gather the same. **(16)**

Q5 In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective? **(16)**

Q6 The traditional "marketing mix" concept and the notion of the "4 Ps" of marketing, may not fully describe modern marketing programs. How firms should devise product, pricing, and distribution strategies as part of their marketing programs in the new era of marketing? **(16)**

Registration No.: | | | | | | | | | | |

SCHOOL OF MANAGEMENT
QUS - LIBRARY 531
BHUBANESWAR

Total Number of Pages: 02

Course: MBA/MBAP
Sub_Code: 18MBA403A/18PTMBA603A

4th / 6th Semester Regular/Back Examination: 2023-24
SUBJECT: B2B MARKETING
BRANCH(S):BA,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA(A&M),MBA(M&F),MM,RM,MBAP
Time: 3 Hours
Max Marks: 100
Q.Code: P538

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** (2 x 10)

a) What are the major differences between business market and consumer market?
b) Explain subcontracted service with an appropriate example.
c) What is competitive bidding?
d) Differentiate between modified rebuy and straight rebuy.
e) What does FOB mean in business marketing?
f) Give two examples of B2B buying.
g) Mention an effective marketing strategy for B2B transportation.
h) What is the importance of warehousing in business marketing?
i) Briefly explain order processing with a suitable example.
j) Highlight two negotiation skills for B2B sales success.

Part-II

Q2 **Only Focused-Short Answer Type Questions-(Answer Any Eight out of Twelve)** (6 × 8)

a) Explain the 5 C's framework for pricing decisions.
b) Discuss the various types of business customers in B2B marketing.
c) Elaborate on the classification of B2B products with examples.
d) How does branding play a significant role in driving B2B sales?
e) Why relationship marketing is essential to B2B lead generation?
f) Write a short note on tendering and quotation management.
g) Elucidate the key activities of logistics management in B2B marketing.
h) Discuss recent trends of B2B marketing.
i) Explain the factors influencing buying/rebuying of B2B products.
j) How does reverse logistics work in business marketing?
k) Describe the channel design process of any B2B firm with examples.
l) How to develop strategies for success in B2B markets? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	Explain how business markets Segment, Targetand Position their products for the business markets.	**(16)**
Q4	What are the challenges for selling to a buying center? Explain the roles of participants of a buying center.	**(16)**
Q5	Discuss the various types of pricing strategies in B2B marketing.	**(16)**
Q6	Analyze the role of different business channel Intermediaries and justify why their management is paramount to the success of B2B marketing.	**(16)**