**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 204: CREATING VALUE IN RETAILING**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks*

*for the individual question*.

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1. Answer briefly **2x5=10**
2. Mention two drawbacks of super market.
3. Give two characteristics of discount store.
4. Define a department store.
5. What is mutual advertisement?
6. What are the advantages of centralized locations?

1. Write briefly **5x6=30**
2. Define the term category killer.
3. What are off price retailers?
4. How does speciality store influence consumers?

d. Explain the significance of Highway retail.

e. What are the roles of web from a retailer’s perspective?

f. Explain briefly beverage vending.

1. Give in detail the classification of retail format. **10**
2. Explain the merits and demerits of direct marketing **10**
3. Discuss the application of mobile commerce.  **10**

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**1. Answer briefly 2x5=10**

* 1. Mention a major corporate retail group with names of stores owned by it.
  2. Define a department store.
  3. What is a brand?
  4. What is everyday low pricing?
  5. Define the role of logo.

**2. Write briefly 5x6=30**

a. Define infomercials.

1. Explain the advantages of a retail brand.
2. What are the benefits provided by private labels.
3. How do coupons help in sales promotions?
4. What is concentrated marketing?
5. How does speciality store influence consumers?

**3.** Explain the AAKER Model. **10**

**4**. Explain the challenges of information technology in retail. **10**

**5**. Discuss the benefits of market segmentation. **10**

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