CMR INSTITUTE OF TECHNOLOGY

<u>Scheme Of Evaluation</u> <u>Internal Assessment Test 1 – September 2019</u>



Sub:		Cons	Code:	18MBAMM302					
Date:	14-10-2019	Duration:	90mins	Max Marks:	50	Sem:	III	Branch:	MBA

Note: Part A - Answer Any Two Full Questions (15*02=30 Marks)

Part B - Compulsory (20*1=20 marks)

Question #		Description	Marks Dist	Max Marks			
	a)	Meaning of retail marketing strategy in 3 lines	1 M each	3 M			
1	b)	Diagram – Positioning the retail store Explanation on any 3 core dimensions of retail store	1 M 2 M	7 M	20 M		
	c)	Explanation of pricing strategies	10 M	10 M			
2	a)	List of the 7 rights of merchandising	3 M	3 M	20 M		
	b)	Explanation on 3 types of retail market areas	7 M	7 M			
	c)	Explanation on price-setting activities	10 M	10 M			
3	a)	Mention the formula	3 M	3 M			
	b)	Classification of store exteriors	7 M	7 M	20 M		
	c)	3 roles of VM Techniques in VM	1 M each 7 M	10 M	-		
4	a)	10 areas of retail business	0.5 M each	5 M			
	b)	Justification on any 2 from the above	5 M	5 M	10 M		
	2	a) 1 b) c) a) c) a) b) c) c) a) b) c) a) b) a b)	# a) Meaning of retail marketing strategy in 3 lines b) Diagram – Positioning the retail store Explanation on any 3 core dimensions of retail store c) Explanation of pricing strategies a) List of the 7 rights of merchandising b) Explanation on 3 types of retail market areas c) Explanation on price-setting activities a) Mention the formula b) Classification of store exteriors c) 3 roles of VM Techniques in VM a) 10 areas of retail business b) Justification on any 2 from the above	# a) Meaning of retail marketing strategy in 3 lines 1 M each b) Diagram - Positioning the retail store 2 M c) Explanation on any 3 core dimensions of retail store 2 M c) Explanation of pricing strategies 10 M a) List of the 7 rights of merchandising 3 M c) Explanation on 3 types of retail market areas 7 M c) Explanation on price-setting activities 10 M a) Mention the formula 3 M b) Classification of store exteriors 7 M c) 3 roles of VM Techniques in VM a) 10 areas of retail business 0.5 M each b) Justification on any 2 from the above	# a) Meaning of retail marketing strategy in 3 lines 1 M each 3 M b) Diagram – Positioning the retail store 2 M c) Explanation on any 3 core dimensions of retail store 2 M a) List of the 7 rights of merchandising 3 M 3 M b) Explanation on 3 types of retail market areas 7 M 7 M c) Explanation on price-setting activities 10 M 10 M a) Mention the formula 3 M 3 M b) Classification of store exteriors 7 M 7 M c) 3 roles of VM 1 M each 7 M a) 10 areas of retail business 0.5 M each 5 M b) Justification on any 2 from the above		