



SOMAIYA

VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: I
	APR-2024

Sr. No.	Subject	Available
1.	231U07C202 – Retail Marketing (A) , (B)	
2.		
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LIBRARY





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VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024)		
Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: FYBBA	Semester: I
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07C202	Name of the Course: Retail Marketing	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
	<p>CASE STUDY:</p> <p>Reliance Retail has adopted a multi-prong strategy and operates a wide array of store formats that cater to planned shopping needs, as well as daily or occasional needs of the customers across major consumption baskets of Grocery, Consumer Electronics, Fashion & Lifestyle, and Pharma. In the Grocery consumption basket, Reliance Retail operates Fresh Signature, Smart Superstore, Smart Bazaar, Smart Point, Freshpik, Shree Kannan Departmental, 7-Eleven, and Jayasurya stores focused on food, fresh produce, bakery, dairy products, home and personal care products, as well as general merchandise items. In addition, it runs a quick commerce company, Dunzo, and a subscription-based hyperlocal delivery platform, Milkbasket. With an ambition to help every Indian household get access to quality products at reasonable price points, Reliance Consumer Products Limited, the company's FMCG arm, has built a strong portfolio ranging from Campa, Raskik, and Sosyo in the beverage category to Enzo, Glimmer, Puric, Get Real and Dozo in the home & personal care segment. Under the Independence brand, it offers a wide range of daily essentials to Indian consumers at an exceptional value.</p>	15	CO1,2,3,4
Q.1. A	Explain why it is important to expand the business and how it is possible.	07	
	AND		
Q.1. B	Explain the presence of reliance retail in various retail spaces.	08	
Q.2. A	Analyze the advantages associated with operating a retail business.	15	CO1

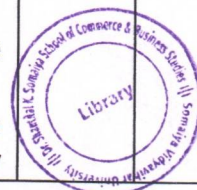


	OR		
Q.2. B	Assess the effectiveness of various pricing strategies in achieving business goals.	15	CO2
Q.3. A.	Critically assess the significance of the emergence of food halls in the Indian retail space.	15	CO3
	OR		
Q.3. B.	Explain the factors contributing to the emergence and success of Dmart in the retail sector, proposing potential future developments for the brand.	15	CO3
Q.4. A.	Assess the significance of Kirana stores in the Indian retail landscape.	15	CO4
Q.4.B.	Provide an example of a retail store and explain how it utilizes online retailing to enhance its business operations.	15	CO4



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Question No.		Max. Marks	CO Attainment
Q.1.	<p>CASE STUDY:</p> <p>Kaushik Mukherjee and Vineeta Singh founders of Sugar Cosmetics identified these vacant spaces in the beauty market in India, and both decided to team together on an eCommerce project. In 2012 Kaushik Mukherjee and Vineeta Singh started a cosmetic subscription service the "FAB BAG" for 599 INR every month, users would get a "surprise" beauty box including a mix of five goods from the categories of cosmetics, bath, and body, skincare, haircare, and fragrances. These items were largely new and unknown brands that were sourced from abroad. This project allowed the team to create a database that SUGAR wanted to position itself as a premium brand to mass consumers interested to upgrade and try something less costly. She was not earning much in this project, but she was studying the beauty market of India, she was experimenting with foreign cosmetic products, and taking feedback from Indian customers. The customers were also giving their feedback openly; it helped her to understand the Indian beauty market. Soon 15,000 customers got associated with Vineeta through subscriptions. She understood that neither the foreign products nor the Indian products are producing products keeping in mind the Indian customers. The global players are making beauty products according to the skin tone of their customers. However, the skin tones of Indian customers are different. Along with environmental pollution level in India is high. The beauty products available in the Indian market is mostly glossy, but she realized that matte finish beauty products are better for the Indian market because they are long-lasting and match the skin tones of Indian customers, in comparison to the glossy</p>	15	CO 1,2,3, 4.



	products and they do not match the requirements of the working women.		
Q.1. A	Discuss the strategy of Vineeta to create a database of customers.	07	
	AND		
Q.1. B	Discuss how Sugar understands customer preference in India and why it is important to understand customer preferences.	08	
Q.2. A	Interpret a diagram illustrating the evolution of retail and explain the key transitions and developments depicted in it.	15	CO1
	OR		
Q.2. B	Can you illustrate the strategies involved in relationship marketing?	15	CO2
Q.3. A.	What are the key evolutionary trends observed in organized retailing?	15	CO3
	OR		
Q.3. B.	How does foreign direct investment (FDI) impact the Indian organized retail sector?	15	CO3
Q.4. A.	What is the process involved in online retailing?	15	CO4
	OR		
Q.4. B.	How has the Indian retail space witnessed growth over time?	15	CO4