8. Write short notes on the following :– (6×3=18)

(a) Blue ocean strategy

(b) VRIO framework

(c) Pricing strategies

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 3609 **L**

Unique Paper Code : 6322483601

Name of the Paper : Retail Planning and Legal Framework (DSC-16)

Name of the Course : **B.Voc.-Retail Management & IT**

Semester : VI

Duration : 3 Hours Maximum Marks : 90

<u>Instructions for Candidates</u>

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** questions carry **equal** Marks.
3. Attempt **five** out of the **given** questions.

1. Explain Porter's Five Forces Model and evaluate its usefulness in analyzing industry competitiveness. (18)

2. What is the concept of retail market segmentation. Discuss its bases and importance in designing effective marketing strategies. (8,10)

3. What is social marketing in retail? Discuss its importance in promoting sustainable consumption and enhancing brand loyalty. (9,9)

4. Compare and contrast Keller's Brand Equity Model and Aaker's Brand Equity Model. (18)

5. Explain the concept of Total Quality Management (TQM). Discuss its principles, tools, and benefits in retail operations. (9,9)

6. What are the challenges faced by the retail sector in the context of technological disruption and changing consumer behavior? (18)

7. Case study question :– (18)

A large retail chain is facing declining customer satisfaction due to inconsistent service quality across its outlets. Customers complain about untrained staff, long waiting times, and poor after-sales service. The company has invested in technology but still struggles to deliver a seamless experience.

Questions :

(i) Explain the problem using the characteristics of services. (4)

(ii) Evaluate the role of service quality and service management in this case. (4)

(iii) Suggest how CRM and technology integration can improve service delivery. (4)

(iv) Propose a service recovery strategy to handle dissatisfied customers effectively. (6)