



ICM

JUNE 2016

PEOPLE IN RETAIL: A CUSTOMER FOCUS

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. What is the importance to retail management of the segmentation, targeting and positioning process? Illustrate your answer with examples. [20]
 2. With reference to a customer loyalty scheme of your choice, show how retaining loyalty may be an important factor in profitability. [20]
 3. What are the key elements in answering customer complaints? [20]
 4. How does distinct positioning of company image assist customer loyalty? [20]
 5. What role does market research play in customer service? [20]
 6. How might a retailer appeal to different customer groups at the same time? For example, an upmarket supermarket retailer trying to launch a 'bargain buy' range during a period of recession. [20]
 7. What, in your opinion, are the most and least successful customer loyalty schemes? Why? [20]
 8. Some 'minority' markets are very profitable. How can a mass-market retailer best establish and service such markets whilst not forgetting their principal sources of profitability? [20]