



ICM

JUNE 2016

RETAIL MARKETING PRINCIPLES

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. During the past few years there has been a lot of concern about the ethicality of 'sweat shops' and very low labour rates in garment factories in developing nations. To what extent are consumers really concerned about these issues, and what impact does this concern have on the large retail companies in terms of implementing better labour rates and working conditions? Use examples to illustrate your answer. [20]
 2. What are the key elements of brand identity and value used in the branding of luxury or upscale retail products, and how are they used to build market differentiation and a competitive advantage? Use examples to illustrate your answer. [20]
 3. Why is an understanding of market positioning and targeting important to retailers? Use examples to illustrate your answer. [20]
 4. Explain the key principles that would enable a major retailer to develop a customer questionnaire that would enable it to fully understand the wants and needs of customers. You do not need to construct a questionnaire, but use examples to illustrate your answer. [20]
 5. To what extent do retailers use pricing as an element in the marketing mix to promote their stores and ranges of products and services? Use examples to illustrate your answer. [20]
 6. Discuss what value Porter's Five Forces, Value Chain and Three Generic Strategies can add to retailers' understanding of their marketing tactics and strategies. Use examples to illustrate your answer. [20]
 7. How do retailers leverage their logistics and distribution operations to provide on-time product deliveries to major stores as well as smaller metro or express outlets? Use examples to illustrate your answer. [20]
 8. Comment on the growth of on-line shopping and 'click and collect' in your own country. Does it have a long-term future, and can retailers afford to continue to provide such services? Use examples to illustrate your answer. [20]