



# ICM

MARCH 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. Choose ONE retailer that you are familiar with that has developed a successful brand (or failed to). Explain how the company uses, or could develop in future, a strategy to build an online e-commerce capability. Include some relevant reference to theory in your answer, in terms of the marketing mix. [20]
  2. What are the key areas of branding that supermarkets use in order to build market differentiation (e.g. through branding, or Porter's differentiation strategy) and a competitive advantage? [20]
  3. During the recession since 2008, shopping malls in the US and Europe have suffered a reduction in footfall (the numbers of people passing through) and fewer retailers taking up vacant premises. There is some evidence, especially from the US, that this trend is changing. Explain whether this reduction in business has been a direct result of the recession, or part of a wider trend in changes in retail consumer behaviour patterns. You can discuss trends in your own country and use your retailing knowledge and insight to help answer this question. You do not need to know facts and figures, or whether the statement above is correct or not. [20]
  4. Explain why some luxury goods manufacturers, and quality auto manufacturers such as Audi and BMW, are introducing customer experience showrooms to replace traditional retail shop-style outlets in major cities. [20]
  5. To what extent are retailers, particularly the powerful national and global organisations, having to take account of current trends concerning social, ethical and corporate social responsibility (CSR) issues? [20]
  6. Discuss the value of any TWO marketing models that can be used by retailers to help them with their marketing planning and promotion. [20]
  7. To what extent can retailers use marketing communications and promotion to provide a competitive advantage? Use examples to illustrate your answer. [20]
  8. Discuss the advantages and disadvantages to supermarkets of the concept of 'food miles', where products are produced or grown in one country and flown or shipped long distances to a retail outlet in another country. [20]