

M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019
SUBJECT: MERCHANDISING, DISPLAY AND ADVERTISING
(RETAIL MANAGEMENT)

Day: Tuesday
Date: 07/05/2019

S-2019-2228

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss in detail the process of devising a merchandise plan.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What is meant by sales forecasting? Explain the methods of forecasting the sales.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What are the steps involved in implementing the merchandise plan? Explain.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the objectives of pricing? Illustrate the pricing strategies used by retail stores.

Q.5) Write short note on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Reverse logistics
- b) Elements of promotion mix
- c) Inventory Management
- d) Space Management

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

As an Expert, suggest suitable merchandise strategies for a scie-fi movie to be released during this Diwali. State your assumptions clearly.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Critically comment on personal selling and relationship marketing in the context of a retail store.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

As an In-charge of Promotion at a renowned retail store, how will you manage the sales promotion and publicity? Illustrate it in the context of current business scenario.
