

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT: ELECTIVE – II: f) MERCHANDISING & SALES PROMOTION
(Retail Management)

Day: Tuesday
Date: 14/05/2019

S-2019-5221

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
-

SECTION-I

- Q.1** Discuss as to what is merchandise management? Explain any one method for planning of inventory levels. **(10)**
- Q.2** Discuss the concepts of sourcing, arranging and displays in merchandising and sales promotion. **(10)**
- Q.3** What is the importance of store layout and space planning in merchandising? Discuss with suitable examples. **(10)**
- Q.4** Discuss what do you mean by Markups and Markdowns in Merchandise management? **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Shrinkage in retail merchandise management
 - b) Ethical and legal issues in purchasing merchandise
 - c) Role of retail communication program

SECTION-II

- Q.6** What promotional strategies will you advise to a new ice cream company that has opened a chain of five retail outlets in your city. **(15)**
- Q.7** An owner of a retail outlet in your city seeks your opinion on building the brand. The outlet is located in a shopping mall and deals with fast food items. Suggest suitable brand building methods that the outlet should focus upon. **(15)**
- Q.8** A multinational company has planned to set up branded footwear stores in various cities in India. The company intends to advertise aggressively and seeks your opinion on a) the advertising style to be adopted in India and on b) Advertising standardization. Present your views **(15)**

* * * *