

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT : ELECTIVE – V: RETAIL MARKETING
(Retail Management)

Day : Friday
Date : 17/05/2019

S-2019-5239

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

N.B.:

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

- Q.1** “Marketing mix is a blending of sub-mixes, which forms an effective marketing system”. Justify with reference to Big-Bazar located in a metro city. [10]
- Q.2** What is Target Marketing? Develop Target Marketing plan for the chain of restaurant located in your city. [10]
- Q.3** What is ‘B2B’ and ‘B2C’ marketers? How far is it successful under the management of retail business? [10]
- Q.4** “Business is innovative marketing”. Comment on this statement with special reference to branded jewellery shop operating in India. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Retail Shop Audit
 - b) Retailing of Services
 - c) Consumer Delight
 - d) P.O.P Puplicity

SECTION - II

- Q.6** Develop chanel flows and logistics mechanism for Grocery Shops located in Maharashtra. Give assumptions if any. [15]
- Q.7** Frame “Retail Mix” strategies for Medical cum General Store operating in Urban India. [15]
- Q.8** You want to start ‘Department Store’ at Navi Mumbai’. How will you proceed? Design your marketing, advertising plan. [15]

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