

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

SUBJECT : ELECTIVE – V: RETAIL MARKETING (RETAIL MANAGEMENT)

Day : Thursday
Date : 07/06/2018

S-2018-4602

Time : 02.00 P.M. TO 05.00 P.M.
Max. Marks : 70

N.B.:

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

SECTION – I

- Q.1 What do you understand by price policy? What steps are to be taken in developing a retail price strategy? [10]
- Q.2 Explain the term public relations. What suggestions can you give with suitable examples to achieve effectiveness of Public Relations campaigns? [10]
- Q.3 Discuss consumer versus customer. What are the determinants affecting consumer behavior? [10]
- Q.4 “Market research is a part of the information system of a retail company.” Do you agree, if ‘yes’ or ‘no’. Give reasons. [10]
- Q.5 Write short notes on ANY TWO of the following: [10]
- a) Corporate Communication
 - b) Event marketing
 - c) Private labels of the retail chains.

SECTION –II

- Q.6 ‘Lowering the prices than your competitors is not an advisable strategy.’ So knowing this, you as a retail sales manager adopt a strategy like ‘out-of-stock situation.’ Is it justifiable? What other strategies can you think of? [15]
- Q.7 Design a PR campaign for a new retail brand of fast food company coming to India. [15]
- Q.8 A milk chocolate company wants to market their products as an alternative to traditional Indian sweets as desert. What strategies would you suggest to boost sales of their milk chocolate company? [15]

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