

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – II: f) MERCHANDISING & SALES PROMOTION
(Retail Management)

Day: **Thursday**
Date: **31/05/2018**

S-2018-4584

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1** What is retail revolution? Also discuss the importance of globalization on retail sales promotion. **(10)**
- Q.2** Discuss micro marketing in retailing with suitable examples. **(10)**
- Q.3** What is merchandise management? Discuss the concepts of Merchandise assortment and support. **(10)**
- Q.4** Discuss important aspects involved in buying merchandise such as negotiating purchase, sourcing and establishing strategic partnership with vendors. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Gross margin return on inventory
 - b) Merchandiser skill and profile
 - c) Staple merchandise buying system

SECTION-II

- Q.6** A company dealing with selling of sunglasses and spectacles has approached you regarding appropriate store layout and visual merchandising. The company intends to open a chain of stores in your city. Suggest suitable store layout and visual merchandising to them. **(15)**
- Q.7** Suggest a suitable retail communications program to a chain of stores selling branded garments in your city. **(15)**
- Q.8** Discuss suitable brand building strategies to an outlet dealing with Jewellery. Your answers should be aimed in building strong consumer relationships and consumer loyalty. **(15)**

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