

**S.D.E.**

**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT : Elective II MERCHANDISING AND SALES PROMOTION**  
**(RETAIL MANAGEMENT)**

Day Wednesday  
Date 05/12/2018

**W-2018-4760**

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

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) 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** Explain the importance and need of a good store layout and display. (14)
- Q.2** 'Advertising goes a long way in establishing a brand.' Discuss. (14)
- Q.3** Discuss the need and importance of maintaining a good strategic relationship among the vendors. (14)
- Q.4** 'There is a change in strategy as a product moves from one life cycle to another.' Elaborate. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Power brands
  - b) Personal selling
  - c) Profile and skill of a merchandiser
  - d) Essentials of a good shop display.

**SECTION-II**

- Q.6** As a marketing manager of a premium garment company you have realized that you have excess of stock of cotton clothing at your end and with the monsoon around the corner you cannot afford to have such a huge inventory. Design a sales promotion campaign to get rid of this stock. (14)
- Q.7** Design a frequent buyer's programme (Customer loyalty programme) for a multibrand retail company. (14)
- Q.8** As an expert of the industry you are expected to throw light on various methods you will use for planning and calculating inventory levels. (14)

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