

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT : ELECTIVE – V: RETAIL MARKETING (RETAIL MANAGEMENT)

Day Saturday
Date 08/12/2018

W-2018-4778

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

- Q.1** What is the significance of marketing and commercial communications in a retail company? Explain with examples. **[10]**
- Q.2** How does factors like government and consumer affect Retail Price Strategy? Give suitable examples. **[10]**
- Q.3** Explain the models of consumer behavior. **[10]**
- Q.4** What do you mean by Public Relations? What are the fundamentals of public relations and its significance in a retail company? **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Crisis Communication
 - b) Strategic brand management
 - c) Brand P.R.

SECTION –II

- Q.6** 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]**
- Q.7** One of the car dealer company found its retail marketing going down. So in order to generate revenue, they are intending to enter into the used car market. Give suggestions how to go about. **[15]**
- Q.8** You are appointed as a manager for sales in a low-cost airlines in India. What promotional steps will you adopt for the success of the airlines and for your survival as a manager? **[15]**

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