

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

**SUBJECT: ELECTIVE – II: f) MERCHANDISING & SALES PROMOTION
(Retail Management)**

Day: **Wednesday**
Date: **20/12/2017**

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

W-2017-4393

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** Describe the significance of merchandise management. What basic skills (10)
should a merchandiser possess?
- Q.2** Outline the process of and the primary considerations, in merchandise buying. (10)
- Q.3** Discuss the concepts of Gross Margin Return on Inventory. How does this (10)
contribute to merchandise management?
- Q.4** Why is the ‘micro-marketing’ an essential element of retailing? Explain citing (10)
examples.
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Analyzing merchandise performance
 - b) Life cycle of a brand
 - c) Knowledge process outsourcing

SECTION-II

- Q.6** Outline the pre-launch promotion campaign for a new retail outlet for branded (15)
jewellery in a big city in India.
- Q.7** What methods will you use to develop the loyalty among the buyers of a (15)
readymade clothes retail shop? Discuss in detail.
- Q.8** Suggest useful ideas to the owner of a chain of mobile-phone retail shops. (15)
Focus them on stores layout, space planning and visual merchandise etc.

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