

**S.D.E.**

**M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :  
WINTER - 2017**

**SUBJECT: Elective-IV: Merchandising & Sales Promotion (Retail Management)**

Day: **Saturday**  
Date: **23/12/2017**

**W-2017-4295**

Time: **02.00 P.M. TO 05.00 P.M.**  
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 **SEPARATE** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION - I**

- Q.1** Explain various methods of planning and calculating inventory. (14)
- Q.2** Discuss the importance of a good store layout. (14)
- Q.3** “As a product goes from one the stage to another stage of its life cycle (14)  
corresponding strategies will also have to change.” Discuss.
- Q.4** What is merchandising management? What are the skills as also the overall (14)  
profile expected of a merchandiser?
- Q.5** Discuss the role played by publicity in the communication mix of the retail (14)  
industry.
- Q.6** Write Short notes on any **TWO** of the following (14)
- a) Super brands
  - b) Loyalty shoppers program
  - c) Gross margin return on Inventory

**SECTION - II**

- Q.7** Design a promotion mix for the launch of a multi-brand retail outlet of (14)  
clothing and accessories.
- Q.8** As an expert of the retail Industry, you are expected to highlight the (14)  
advertising styles in different countries.
- Q.9** As a store manager of India’s biggest discount store you are expected to (14)  
highlight the following options available to you
- a) Store Layout
  - b) Floor Space Layout
  - c) Merchandising Presentation Techniques