

**S.D.E.**

**M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017**  
**SUBJECT : ELECTIVE – V: RETAIL MARKETING (RETAIL MANAGEMENT)**

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

**W-2017-4411**

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

**SECTION – I**

- Q.1** How would you explain strategic brand management? What is the basic essence of a brand? Give suitable examples. [10]
- Q.2** How does factors like consumer and wholesalers affect Retail Price Strategy? Explain with examples. [10]
- Q.3** “Public relation and media relations has a role to play in a retail company.” Do you agree or disagree. Give reasons. [10]
- Q.4** What is the significance of marketing and commercial communications in a retail company? Elaborate with examples. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Sampling.
  - b) Models of consumer behavior.
  - c) Crisis Communication.

**SECTION –II**

- Q.6** ‘Event marketing takes products to people.’ How would you use this strategy for a two-wheeler motorcycle company? [15]
- Q.7** Sales of luxury products and services have been suffering in the current economy. So strategies like coupons, member-rewards program can help to beat the recession blues. What do you feel and why? What similar further strategies would you suggest? [15]
- Q.8** You are appointed as a retail marketing manager of a garment shop outlet. In this summer season what steps would you adopt to boost sales of summer wear clothes? [15]

\* \* \* \*