

S.D.E.

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

SUBJECT : ELECTIVE – VIII: RETAIL MARKETING (RETAIL MANAGEMENT)

Day : Saturday
Date : 16/12/2017

Time : 10.00 A.M. TO 01.00 P.M.
Max. Marks : 70

W-2017-4320

N.B.:

- 1) Attempt **ANY THREE** 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** What are the different factors that affect retail consumer behavior? Explain [14]
with suitable examples.
- Q.2** Write a detailed note on Public Relations in a retail company. [14]
- Q.3** What is meant by the terms ‘Trade Mark’ and ‘Brand’? Explain with suitable [14]
examples the essence of and difference therein.
- Q.4** What are the different forms of below the line (BTL) communication activities? [14]
Explain with suitable examples.
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Strategic brand management
 - b) Present day customers and their life style
 - c) Factors affecting retail price strategy
 - d) Corporate communication

SECTION – II

- Q.6** An established FMCG company is considering the option of introducing butter [14]
milk in tetrapacks for the customers from urban area. Prepare a market research
plan outlining the steps involved in carrying out the research.
- Q.7** Taking the example of buying a laptop, explain the Howard-Sheth model of [14]
consumer behavior.
- Q.8** Explain with suitable example the marketing and commercial communication [14]
in the context of a retail company.

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