

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2018 COURSE)**  
**M.B.A. (H.R.) Sem-IV : WINTER :- 2021**  
**SUBJECT: PAPER-III : MERCHANDISING, DISPLAY & ADVERTISING**

**Day : Friday**  
**Date 11/3/2022**

**W-19301-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 70**

**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 section should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Discuss the concept, meaning and process of Merchandise Management. **(10)**
- Q.2** Elaborate the issues of Merchandise Management. **(10)**
- Q.3** Discuss the importance of Inventory Management while implementing merchandise plan. **(10)**
- Q.4** What role is played by Pricing as fundamentals of merchandising? Discuss by quoting suitable examples. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Publicity or Public Relations at Retail Store
  - b) Display Advertisement
  - c) Merchandise Security

**SECTION-II**

- Q.6** Elaborate on Relationship Marketing strategies adopted at retail store of your choice. **(15)**
- Q.7** Enlist different types of security tags used in merchandise store. Explain security tag system used in 'Big Bazaar' Mall. **(15)**
- Q.8** Explain the promotional mix strategies used by Reliance Digital. **(15)**

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