

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)**  
**M.B.A. SEM - IV : WINTER :- 2021**  
**SUBJECT: MERCHANDISING, DISPLAY & ADVERTISING**

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

**W-22055-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

**N.B.:**

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

**SECTION - I**

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What are the stages of merchandise? Justify your answer with suitable examples.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What is the significance of Inventory planning in Retail Business? Explain with examples.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What elements are considered in Retail promotion? Give suitable examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the steps involved in implementing merchandise plan?

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Display and space management
- b) Publicity
- c) Order processing & fulfilment
- d) Pricing policies, pricing strategies

**SECTION - II**

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Critically comment on role of sale forecasting, Inventory planning and logistics in merchandise management.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Suggest promotion strategy for a new Retail outlet opening shortly in your city.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Analyse the role of Pricing – objectives, pricing for markets, pricing calculations in enhancing the merchandising.

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