

**DI-484****M.B.A. (IVth Sem.) (F.T.) Examination-2015****MARKETING CONCEPTS IN RETAIL  
MANAGEMENT****Paper - RTLM-2****Time Allowed : Three Hours****Maximum Marks : 80****Section-A****(Short Answer Type Questions)****Note :** Answer any four out of eight questions.Each question carries 8 marks.  $4 \times 8 = 32$ 

- Q.I Explain important methods of retail pricing.
- Q.II Write a note on mercantile performance evaluation.
- Q.III Consumer behaviour plays a pivotal role in retailing. Discuss.
- Q.IV What do you understand by the term "Retail Marketing Mix "
- Q.V Proper targeting is essential to formulate an effective strategy in retailing. Discuss.

Q.VI Write a note on visual merchandising.

Q.VII Explain the role of advertising in retailing.

Q.VIII Managing service-quality is very important in retail management. Substantiate your views.

**Section-B****(Long Answer Type Questions)****Note :** Answer any three out of five questions.Each question carries 16 marks.  $3 \times 16 = 48$ 

- Q.IX Select a locality of Bhopal city of your choice to prepare a strategy for the re-launch of a retail store by developing an analysis of STP.
- Q.X Merchandising planning is aimed at maximising returns on investment by planning sales and inventory in order to increase profitability". Comment.
- Q.XI Describe how retailing can be made more effective by supply chain management.
- Q.XII Illustrate various tools of retail communication.
- Q.XIII Elucidate the role of CRM in retailing in the present scenario.