

Roll No. ....

Total No. of Questions : 13] [Total No. of Printed Pages : 3

**DP-324**

**M.B.A. III<sup>rd</sup> Semester (FT)**

**Examination, 2018**

**Marketing Concepts in Retail Management**

**Paper - FSR-2**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :-** Attempt all the questions.

**SECTION - 'A'**

**4×8=32**

**Short Answer Type Questions**

**Note :-** Attempt any **four** questions. All questions carries 8 marks.

**DP-324**

**(1)**

**P.T.O.**

1. Why segmentation is required for retail marketing.
2. "Positioning is in the mind". What do you understand by this statement.
3. Describe consumer behaviour of a buyer in retail marketing.
4. What pricing policies most e-retail companies are following cite some examples.
5. What are the unique aspects of service retailing. Give an example of each.
6. Do you believe that customers service in retailing is improving or declining ? Why ?
7. Differentiate between merchandising function and the buying function.
8. Describe and evaluate the merchandising philosophy of your favourite retailer.

**SECTION - 'B'**

**16×3=48**

**Long Answer Type Questions**

**Note :-** Attempt any **three** questions from this section. All questions carries 16 marks.

**DP-324**

**(2)**

9. A retailer has a net rates of Rs. 10 Lakhs, net profit of Rs. 2 Lakhs total assets of Rs. 6 Laksh and net worth of Rs. 4 Lakhs.

Calculate net profit magring, asset turnover, asset turnover & return on assets. Evaluate the financial performance of this retailer.

10. What is the difference in relationship building between goods & service retailers ?

11. Distinguish between logistics and inventory management. Give an example of each.

12. Which methods of the retail communication mix are most suitable in case of a single brand retailer and why ?

13. On the basis of your understanding of the term "Target present 5 suggestions that a new retailer should consider.



DP-324

<http://www.onlinebu.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

Copies 700