

DU-389

M.B.A. (F.T.) IVth Semester (CBCS) Examination, 2021

Marketing Concepts in Retail Management

Paper - 407

[Maximum Marks : 60

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. What is the importance of segmentation in retailing ? Why it should be done carefully ? Explain.
2. Write a brief note on Mercantile Performance evolution.
3. Describe the concept of E-Tailing.
4. What are the advantages and disadvantages of Personal Selling in retailing.
5. Explain the significance of CRM in retailing.