

**DU-367**

**M.B.A. (F.T.) IV<sup>th</sup> Semester (N/X) Examination, 2021**

**Marketing Concepts in Retail Management**

**Paper - FELRTLTM-02**

**[Maximum Marks : 80**

**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](http://www.bubhopal.ac.in) is mandatory.

1. Explain the concept of segmentation Targeting and positioning in retail marketing.
2. What is "Retail Merchandising" ?
3. What are the tools used for merchandising functions.
4. Explain "Supply chain management" in retailing.
5. What is Retail Marketing mix ?