

Subject : Elective-II : Merchandising & Sales Promotion (Retail Management)

Day : Saturday

Date : 04/06/2016



Time : 02.00 P.M. TO 05.00 P.M.

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **Any FOUR** questions from **Section – I** and Attempt **Any TWO** questions from **Section - II**
- 2) Answers to both the sections should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** 'A good store layout with excellent visual display always attract customers'. (10)
Give your view on this sentence.
- Q.2** Explain various methods of planning and calculating inventory levels. (10)
- Q.3** What do you understand by Life Cycle of a product? Explain various stages (10)
with relevant examples.
- Q.4** Discuss various ethical and legal issues involved in purchasing merchandise. (10)
- Q.5** Write short notes on **Any TWO** of the following : (10)
- a) Super brands
 - b) Gross margin return on inventory
 - c) Independent media buying outfits

SECTION-II

- Q.6** 'Today companies go all out to retain existing customers. This calls for a good (15)
CRM programme. Design a CRM programme for a retail food chain
specializing in Thai fast food.
- Q.7** As a brand manager for one of the top mobile company. You have noticed that (15)
your brand is facing tough competition from smaller brands. Devise a strategy
to help your brand gain market share.
- Q.8** Design a promotion mix for the launch of a multi brand retail store. Explain (15)
each element of the promotion mix.

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