

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

Day : Thursday  
Date : 08/12/2016

**S.D.E.**



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** As a product moves from one stage to another stage of life cycle, marketing strategies differ. Discuss. (10)
- Q.2** Explain merchandising management and what skills a merchandiser should possess. (10)
- Q.3** 'Personal selling is one of the most important elements of the retail promotion mix'. Discuss. (10)
- Q.4** Discuss various methods of planning and calculating inventory level. (10)
- Q.5** Write short notes on **Any TWO** of the following : (10)
- a) Media buying outfits
  - b) Floor space management
  - c) Merchandise Buying System

**SECTION-II**

- Q.6** As a manager of a retail outlet you want to reward your loyal customers with some thing. Design a loyalty programme for your retail outlet. (15)
- Q.7** Design a promotion mix for the launch of a high end, 'Made in India' mobile phone. (15)
- Q.8** As an expert of the retail industry. What strategy would you devise to help a brand that is loosing its market share to new entrants in the market? (15)

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