

Subject : Elective-V : Retail Marketing (Retail Management)

Day : Saturday
Date : 11/06/2016



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 **ANY TWO** from Section- II.
 - 2) Both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION-I

- Q.1** “Consumerism is the essence of modern retail business” Justify by citing (10) examples.
- Q.2** How will you conduct test marketing of cosmetics under retail business? (10)
- Q.3** Demonstrate any one consumer behavior model suitable for retail business. (10)
- Q.4** “Branding is an investment but not expenditure for successful retail outlets selling smart phones in India” Do you agree? Justify your answer. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) P.O.P. Publicity
 - b) Push - Pull Strategies
 - c) Mark - up Pricing
 - d) Public Relations Mix

SECTION-II

- Q.6** Design an effective marketing mix plan for an Event Marketing firm of your choice. Give assumptions if any. (15)
- Q.7** What are the factors affecting behavior of a buyer while buying each of the following; (15)
- a) Luxurious Car
 - b) Break Fast Cereals
 - c) Saree
- Q.8** Design “Digital Marketing Plan’ for retail outlet like. Cross - World operating in India. (15)

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