

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

Day : Friday  
Date : 16/12/2016



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.

**SECTION-I**

- Q.1** “Consumer is a king in a planned economy “Justify with examples. (10)
- Q.2** How will you conduct marketing research on behalf of a firm retailing Life Insurance services in India? (10)
- Q.3** What is life style marketing? Explain its significance in Indian retail Business. Give suitable examples. (10)
- Q.4** Outline the changing role of Public Relations Officers working for the chain of restaurant operating in India. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Integrated Marketing
  - b) Buying Motives
  - c) Window Display
  - d) Labeling, Marking and Grading

**SECTION-II**

- Q.6** Discuss the “Nicosia Model” for consumer behavior with reference to Beauty Parlour market. (15)
- Q.7** Design an effective price mix plan for retailers marketing each of the following: (15)
- a) Laptop
  - b) Readymade Garments
  - c) Office Furniture
- Q.8** How will you frame an effective Marketing Communication Network on behalf of a retailer, marketing Herbal Tooth Paste in India? Give assumptions if any, (15)

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