

D-254

M.B.A. (IVth Sem.) F.T. Examination-2010

MARKETING CONCEPTS IN RETAIL MGT.

Paper - FEL-RTLM-01

Time Allowed : Three Hours

Maximum Marks : 80

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Section 'A'

Note : Attempt any four questions from the following. $8 \times 4 = 32$

Q.I Discuss the main dimensions for segmenting markets.

Q.II Discuss the various factor's affecting the consumer decision-making.

Q.III What do you mean by the term merchandise mix?

Q.IV Explain the supply chain management in retailing.

Q.V Elaborate the various methods of communication in brief for retailing.

Q.VI Write a short note on the molecular model of service.

Q.VII Discuss the role of service marketing as part of new relationship marketing.

Q.VIII Explain the pricing Techniques of retailing.

Section 'B'

Note : Attempt any three out of five questions. Each question carries 16 mark's. $16 \times 3 = 48$

Q.IX Describe market segmentation and targeting in brief? What are the benefits of market segmentation for a retail chain like Barista?

Q.X What do you mean by the buying process. Discuss the various kinds of buying process.

Q.XI Write short notes on :

(i) UPC (ii) Pro-active Interview.

Q.XII As a means of communicating with customers. How does advertising differ from publicity?

Q.XIII What do you mean by the term retail pricing? Discuss the various factors effecting the retail pricing.

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