

DSC-162

M.B.A. IVth Semester (FT) Ex. Examination, 2020

Marketing Concepts in Retail Management

Paper - FELRTLTM-02

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. What is the importance of effective positioning in Retail ? Explain.
2. What is the role of organised retailing in India today ? Explain.
3. Discuss the importance of advertising as an integrated part of marketing and promotion.
4. What kind of quality standards are expected in retailing ? Explain.
5. What factors are required in building a relationship with customers in retail ? Explain.