

Total No. of Pages: 1

Register Number:

**6797**

Name of the Candidate:

**M.B.A.(Retail Management) DEGREE EXAMINATION – 2012****(FIRST YEAR)****(PAPER-V)****150. RETAIL MARKETING MANAGEMENT***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. Define product planning.
2. Define consumer behaviour.
3. What are the objectives of advertising?
4. What do you mean by market segmentation?
5. What is promotion?
6. What do you understand by retailing?
7. What is meant by brand?
8. What do you mean by retail sale forecasting?

**SECTION-B****Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. What is the nature and element of Retail Marketing? Explain
10. 'The Present day Retail Marketing is consumer-oriented' Explain its objectives, scope and challenges.
11. Why it is necessary to scan marketing environment? What are controllable and uncontrollable marketing environment?
12. What are the various branding decisions which must be kept in mind before branding Retail Marketing products?
13. How advertising media is selected? Write an essay on selection of media.

**SECTION-C****Answer any ONE Question****(1×15=15)**

14. What promotional strategy should be used by retail marketers for the following products.
  - (i) Books
  - (ii) Computer
  - (iii) Soft Drinks
15. What are the trends in retailing? Discuss.
16. Discuss the product planning process.

**SECTION-D****COMPULSORY****(1×15=15)**

17. Explain the concept of consumer behaviour. Briefly discuss the buying motives which lead a consumer to buy a product.

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