

TERM END EXAMINATION – JUNE, 2019
P.G Diploma in Rural Management (PGDRM)
Advance Diploma in Rural Management (ADRM)
Diploma in Rural Management (DRM)

Marketing and Retail Management

Time - 3 Hours

Full Marks - 100

(Answer All questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')

Group 'A'

Q. No. 1 Answer all the questions, each within one or two sentences

Marks: 1×10 = 10

- What is product concept?
- What is production concept?
- What is holistic marketing?
- What is sales concept?
- What is marketing myopia?
- What do you mean by service?
- Who is a wholesaler?
- Who is a retailer?
- What is penetration pricing?
- What is social media?

Group 'B'

Q. No. 2 Answer any four questions each within 100 words

Marks: 5×4 = 20

- Can marketing be done without value proposition? Explain with an example.
- What is Merchandise Management? Explain with an example.
- What is Test Marketing? Explain with an example.
- What is Public Relations? Explain with an example.
- What is Marketing Mix? Explain its relevance.
- Differentiate between product and service with examples.

Group 'C'

Q. No. 3 Answer any four questions each within 200 words

Marks: 10×4 = 40

- Explain various strategies of sales promotion with example.
- Explain the stages of New Product Development process.
- Discuss the relevance of stores based retailing in view of the popularity of e-Commerce.
- Discuss the role of advertising in promoting a product or service with examples.
- Explain the components of the macro marketing environment with examples.
- Explain the advantages and limitations of private labels from retailer's perspective.

Group 'D'

Q. No. 4 Answer any two questions each within 300 words

Marks: 15×2 = 30

- How has marketing concepts evolved over the years? Explain with examples.
- Discuss the stages and characteristics of product life cycle with examples.
- Prepare a marketing strategy for an Odisha based software company.