

Term End Examination - December, 2017
Diploma in Management
Course Title: Marketing and Retail Management
Course Code: DIM-04
(Session 2016-17)

Time - 3 hours
Full Mark – 100

Answer any four questions from Group - 'A', any two questions from Group 'B' and any three questions from Group - 'C'.

Group 'A'
(Answer any four questions each within 100 words)

Mark: 5 X 4= 20

Q. No. 1

- (a) What do you mean by franchising?
- (b) What is Convenience store?
- (c) What is vertical merchandising?
- (d) State any two benefits of data warehousing in retailing?
- (e) Explain about online retailing?
- (f) What is the difference between customer and consumer?
- (g) What is test marketing?

Group 'B'
(Answer any two questions each within 250 words)

Mark: 10 X 2= 20

Q. No. 2

- (a) What is retailing? Classify different retailing format?
- (b) Discuss the marketing and selling concept and how they differ from each other.
- (c) What are the major variables for segmentation of consumer market?
- (d) As means of communication how does advertising differ from publicity?
- (e) Explain the Retail life cycle in detail.

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Group 'C'
(Answer any three questions each within 500 words)

Mark: 20 X 3= 60

Q. N0.

3. Explain the Consumer decision making process in detail.
 4. What is pricing? Discuss briefly the factors effecting pricing decision
 5. Discuss the different stages of New Product Development.
 6. Discuss the various concepts of marketing.
 7. What are the various emerging trends in retailing?
 8. Discuss the different types of advertisement and also throw light on the different steps/decisions marketing managers take while developing an advertising programme
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