

Term End Examination - June, 2017
Program Title: Diploma in Management
Course Title: Marketing and Retail Management
Course Code: DIM-4
(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 is holistic marketing Concept?
- (b) Explain in short how marketing is done in a connected world?
- (c) Discuss the pull and push strategy of sales promotion.
- (d) What are the attributes for the success of the new product?
- (e) What is brainstorming?
- (f) What is commercialization?
- (g) Differentiate between store-based and non-store based retailing.

Group 'B'

(Answer any two questions each within 250 words)

Mark: 10 X 2= 20

Q. No. 2

- (a) What are the different approaches to the study of Marketing?
- (b) Discuss the Merchandising Planning Process.
- (c) Discuss the strength and weakness of Public relation.
- (d) Discuss the different types of ideation methods for new product development. What is opportunity identification and idea generation?
- (e) What is retailing? Classify different retailing formats.

Group 'C'

(Answer any three questions each within 500 words)

Mark: 20 X 3= 60

Q.No. 3 Discuss the six major components of retailing mix.

Q.No. 4 What are the different factors influencing the consumer buying behavior?

Q.No. 5 Discuss the different stages of New Product Development.

Q.No. 6 What are the five key characteristics of any product or service that significantly influence its rate of adoption.

Q.No. 7 Explain the product concept, product classification and product mix.

Q.No.8 Discuss the major decisions the marketer must take while designing an advertising program.