



RF-3415

M. Com. (Part - II) Examination

April / May – 2010

Marketing : Paper - V

(Retail Management)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. (Part - 2)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing : Paper - 5"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="1"/> <input type="text" value="5"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

(2) Figures to the right indicate full marks of the questions.

- 1 Explain the following types of retailing : 14
(i) Food
(ii) Services.

OR

- 1 What do you mean by emergence of organised retailing 14
and also explain the traditional retail formats.
- 2 Explain the modern retail formats in India? Explain the 14
role of government and co-operative bodies.

OR

- 2 What do you mean by retail-marketing segmentation? 14
What are the benefits of segmentation in retailing?
- 3 What do you mean by pricing in retailing? Explain the 14
external influences on retail pricing strategy.

OR

- 3 What do you mean by evaluation of relationship 14
marketing? Explain the various relationship marketing
strategies.

4 Explain the multi-channel retailing. Discuss the merits and demerits of each channel of retailing. 14

OR

4 Explain in detail the steps which a retailer should follow in choosing a store location. 14

5 Write short notes on : (any two) 14

- (i) Modern retail formats
- (ii) Types of buying decisions
- (iii) Characteristics of retailing
- (iv) Sales promotion.
