

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

Term-End Examination

00845

June, 2017

MFR-018 : RETAIL MARKETING

Time : 3 hours

Maximum Marks : 70

Note :

- (i) Attempt any **seven** questions.
- (ii) All questions carry equal marks.

1. Explain production concept, product concept and selling concept. "Marketing should aim at meeting a given customer's need rather than selling a given product." Discuss with the help of suitable examples. 10
2. Describe the various elements of macro environment in the Indian context. 10
3. Explain how segmentation can be done by marketers in different ways. Support your answer with suitable examples. 10

4. Explain the different stages of Product Life Cycle (PLC). Identify the PLC stage and suggest strategies for the following products (Indian context): 10
- (a) Smart mobile phones
- (b) Washing machines
5. What are Porter's five forces and the BCG matrix? Explain their importance in marketing. 10
6. Explain the following pricing methods : mark-up pricing, target return pricing, perceived value pricing, auction pricing, with appropriate examples. 10
7. Explain distribution channels and propose how a marketing channel system can be designed. 10
8. What is service marketing? Explain the characteristics of marketing of services. 10
9. Elaborate the following trends in marketing : Cause marketing, Contextual marketing, Surrogate advertising and Viral marketing. 10
10. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Functions of Packaging
- (b) Marketing Mix
- (c) Point of Difference
- (d) Levels of Product