

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

00073 **Term-End Examination**

**December, 2016**

**MFR-018 : RETAIL MARKETING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions. All questions carry equal marks.*

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1. Explain 'Need', 'Want' and 'Demand' with suitable examples. What are the roles and responsibilities of a Marketing Manager ? 10
  
  2. What is the difference between Marketing and Selling ? Explain the concept of 'Holistic Marketing'. 10
  
  3. What do you mean by the following terms ?
    - (a) Market segmentation
    - (b) Targeting
    - (c) Positioning

How would you segment the market for

    - (i) Contact Lenses ?
    - (ii) Fruit Juices ? 10

4. What are the objectives of packaging and labelling of a product ? Explain with suitable examples. 10
5. Explain the different stages in New Product Development process with suitable examples. 10
6. What is channel conflict ? How can channel conflict be managed ? Discuss the channel member powers. 10
7. Explain the different gaps associated with customer expectations in the marketing of services. 10
8. Elaborate the following trends in marketing : 10
- Rural Marketing
  - Green Marketing
  - Neuro-Marketing
  - Ambush Marketing
9. What are the different types of pricing methods ? Explain with suitable examples. 10
10. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Importance of Channels of Distribution
  - (b) Product Line and Product Mix
  - (c) Cannibalization
  - (d) Marketing Myopia