

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

Term-End Examination

December, 2017

MFR-018 : RETAIL MARKETING

Time : 3 hours

Maximum Marks : 70

Note : (i) *Attempt any seven questions.*

(ii) *All questions carry equal marks.*

1. Discuss in detail, the developments in the marketing concepts. What are the features of holistic approach in marketing ? 5+5=10
2. What are the major dimensions of micro environment ? Why must a marketer have a sound understanding of marketing environment ? 5+5=10
3. If you were a manufacturer of toothpaste and soap, how would you segment the Indian market ? 5+5=10
4. Write short notes on the following : 5+5=10
 - (a) Targeting Approaches
 - (b) Differentiation

5. How should the marketing mix be changed during the various stages of product life cycle ? 10
 6. "More than 80% of the new products fail." Critically analyze the process of new product development in the light of this statement. 10
 7. What functions are performed by distribution channels for consumer goods ? 10
 8. What is Marketing of Services ? How is it different from marketing of products ? 5+5=10
 9. What is Integrated Marketing Communication ? Explain the elements of promotion mix with their advantages and disadvantages. 3+7=10
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