

of segmentation.

- Q.6 How the behaviour of a consumer change in the various market conditions? Explain.
- Q.7 Explain the various statistical techniques and tools used for analysis and interpreting market research data.

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2nd Sem. / DBM(Retail)

Subject : Fundamentals of Retail Marketing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note:Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Consumer Behaviour.
b) Product Life.
c) Physical Evidence.
d) Define Stimulus.
e) Penetration Pricing.
f) Factors affecting consumer behaviour.
g) Habitual buying behaviour.
h) 7's P of Marketing.
i) Kind of customer.
j) Brand Equity.

- k) Analysis of Data.
- l) Product Modification.
- m) What is Product Redesigning?
- n) Interview method of data collection.
- o) Two merits of skimming Pricing.
- p) Promotional strategy.
- q) Geographical Segmentation.
- r) Define Targeting.

SECTION-B

Note: Short answer type questions. Attempt any ten parts (10x4=40)

- Q.2
- i) Advantages of Sales Promotion.
 - ii) Pre-requisites of market research.
 - iii) Limitations of marketing research.
 - iv) Mention the basis of segmentation.
 - v) How would you analyze the data?
 - vi) Define the term Product management.

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- vii) Nature of Marketing.
- viii) What do you mean by "marketing of services"?
- ix) Significance of marketing mix.
- x) Define the functions of branding.
- xi) Advantages of Branding.
- xii) Factors affecting Pricing decision.
- xiii) Psychological factors affecting consumer behaviour.
- xiv) Elements of marketing mix.
- xv) Advantages of geographic segmentation.

SECTION-C

Note: Long answer type questions. Attempt any three questions. (3x10=30)

- Q.3 How would you decide the Price of a Product for a retail marketing? Explain.
- Q.4 Discuss the reasons for branding. How it is helpful in the success of a product.
- Q.5 Explain the need, basis as well as advantages

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