

SECTION-C

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

- Q.3 Comment on "Assigning a role to the category".
- Q.4 Define category management. Write its process.
- Q.5 Comment on "Category management starts with the retailers strategy."
- Q.6 What are the main benefits of category management.
- Q.7 Discuss about "Evolution of category management".

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Roll No.

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4th Sem. / DBM(Retail)

Subject : Category Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 a) Retailer
- b) Targets
- c) Performance
- d) Category
- e) Management
- f) Promotion
- g) Marketing strategy
- h) Scope of category
- i) Pricing of a product

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- j) Assortment
- k) Product promotion
- l) Meaning of category management
- m) Consumer
- n) Product
- o) Performance review
- p) 2 benefits of category management
- q) Technology
- r) Manufacturer

SECTION-B

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

- Q.2
- i) What are the various aspects of performance review? Explain in short.
 - ii) Compare category management with retailers strategy.
 - iii) What do you mean by performance review?

(2)

073341

- iv) Write a short note on category management.
- v) Explain retailers strategy?
- vi) What do you understand by category assortment?
- vii) Write only the main steps under the process of category management.
- viii) Explain marketing strategy.
- ix) What is meant by pricing in category management.
- x) Define category captain.
- xi) Write a short note on role of technology.
- xii) What is meant by promotion in category management?
- xiii) How category is assessed under category management?
- xiv) How can we bring consumer into category management?
- xv) What do you mean by category management association?

(3)

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