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**SARDAR PATEL UNIVERSITY**  
**B. Com. (VI - Semester) (ON DEMAND) Examination**  
**Monday, 31<sup>st</sup> July, 2023**  
**10.00 am - 1.00 pm**

**UB06DCOM62/32 - Business Management - XII**  
*(Retail Marketing)*

**Total Marks : 70**

**Note :** Figures to the right indicate marks.

Q.1 Explain the various stages of consumer decision making. (18)

**OR**

Q.1 Explain the various factors affecting consumer decision making.

Q.2 What is Retail Pricing ? Explain its objectives. (17)

**OR**

Q.2 Explain the various methods of setting retail prices.

Q.3 Explain the classification of loyalty programme. (18)

**OR**

Q.3 What is loyalty programme ? Explain its bases.

Q.4 Explain the media selection in Retail Promotion. (17)

**OR**

Q.4 Explain the selection of Promotion Mix in Retailing.

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