

SEAT No. _____

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SARDAR PATEL UNIVERSITY

SYBCOM –EXAMINATION

SEMESTER-III

Friday, 8th January, 2021

2.00 P.M TO 4.00 P.M.

SUBJECT: RETAIL MARKETING

CODE: UB03DCOM55

Total Marks: 70

**Note: Answer ANY FOUR Questions from the following Eight Questions.
All questions carry equal marks.**

- Q.1 Discuss growth of retailing in India.
- Q.2 Explain major types of retail formats in India.
- Q.3 Discuss factors affecting retail location.
- Q.4 Explain inventory management in retail marketing.
- Q.5 Explain different steps of effective marketing communication process.
- Q.6 What are the different environmental factors would you consider in retail marketing management.
- Q.7 Discuss process of retail marketing research.
- Q.8 Discuss various methods of data collection with merits and limitations.

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