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No. of printed Pages: 01

SEAT No. \_\_\_\_\_

Total Marks: 60

**SARDAR PATEL UNIVERSITY**  
**B.COM Sem – III EXAMINATION – 2018**  
**Subject: RETAIL MARKETING**  
**Code: UB03ECOM05**

Tuesday, 20<sup>th</sup> November 2018

10:00 AM TO 12:00PM

Q-1 Explain in the Detail Organized Retailing and Unorganized Retailing.

(15)

OR

Q-1 Define of Retailing and Discuss in the Detail on Retailing Formats.

(15)

Q-2 Explain in the Detail Retail Marketing Segmentation.

(15)

OR

Q-2 Write a Short Note On:

(15)

1. Inventory Management.
2. Retail Pricing Objectives.

Q-3 Explain in the Detail on Customers Service in Retailing.

(15)

OR

Q-3 Write a Short Note On:

1. Developing an Effective Integrated Marketing Communication Mix.
2. Explain Situation and Competitive Analysis in Retail Business.

(08)

(07)

Q-4 Define Marketing Research and Explain the Marketing Research Process in Detail.

(15)

OR

Q-4 Discuss the Primary and Secondary Data Sources Under Marketing Research in Retailing.

(15)

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