

School of Architecture and Design

Department of Architecture and Design

Mid Term Examination

Exam Date: 04 Oct 2023

Time : 90 Minutes

Marks : 50

Sem III - MFAD2004 - Retail Marketing and Merchandising

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) What is direct mail retailing? K2 (2)
- 2) Explain the Five Forces Model. K1 (3)
- 3) Discuss how merchandise selection can be a competitive advantage. K2 (4)
- 4) Explain the concept of the retail external environment. K2 (6)
- 5) What are the different forms of retail competition? K3 (6)
- 6) Assess the effectiveness of different formats based on pricing. K3 (9)
- 7) Evaluate the impact of ethical and legal issues in retailing. K4 (8)

- 8) Discuss in depth how retailers can use the Five Forces Model. K4 (12)

OR

Analyze the components and importance of retail strategies. K4 (12)