

SCOPE COLLEGE OF ENGINEERING, BHOPAL  
DEPARTMENT OF MANAGEMENT  
THIRD SEMESTER  
**ASSIGNMENT – Marketing Concepts in Retail Management**  
**PAPER CODE – FSR-2**

**Note: Attempt any 5 questions out of the following. Each question carries equal marks**

**Max Marks: 80**

**Min Marks :32**

Q.1 What is the meaning of Retail Management? Define the role of marketing in retail?

Or

Write a brief note on following terms:

a) Targeting

b) Positioning

Q.2 Define the meaning, definition and components of merchandising management?

Or

Who is buyer? Define the function of buying for different types of organisation?

Q.3 What is SCM? Define the objectives and components of SCM?

Or

What is service? Define characteristics of service?

Q.4 Write a short note on Retail Marketing Mix and Retail Communication Mix in detail?

Or

What are sales promotions? Define the sales promotion in respect of retailing?

Q.5 What is Customer Relationship [ Management (CRM)? Define the evolution of customer relationship management?

Or

Define strategies of building and sustaining Relationship in Retailing?