

Program: T.Y.B.A.M.M.C Semester: VI Program Code: 4O00166  
Course: Retailing & Merchandising Course Code: BAMMC  
EARE-2606  
Duration: 2 ¼ Hours Examination Pattern: Choice Based – External Max. Marks: 75

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:**  
**REGULAR**

**Q. 1 Case study**

DailyNeeds is a small supermarket in a residential area. The store owner observed that customers mostly buy only essential items like milk and bread, and overall sales are low.

After observing customer behaviour, the owner found:

- Snacks and beverages were kept in different sections
- New products were placed on bottom shelves
- No special display for festival offers

The owner made some changes:

- Kept snacks and beverages together
- Placed new products at eye-level shelves
- Created a small festival display section near entrance

After these changes, sales of snacks and new products increased.

**With reference to the above case study, answer the following questions:**

- a) Identify and explain the merchandising problems faced by DailyNeeds supermarket before changes were made. [05]
- b) What is cross-merchandising? Explain its application in DailyNeeds supermarket. [05]
- c) Explain the role of festival displays in improving retail sales. Give examples from the case study. [05]

**Q. 2 Answer the following.**

- a) Define retailing. Explain the functions of retailing. [08]
- b) What are the key elements of retailing marketing strategy? [07]

**OR**

- c) Explain various formats of retail pricing? [08]
- d) Write a detailed note on multi-channel retailing. [07]

**Q. 3 Answer the following.**

- a) What are the objectives of retail communication? [08]

b) Explain the role and the benefits of signage in retail. [07]

**OR**

c) Explain the various trends in retailing and merchandising. [08]

d) How Information Technology is used in retail industry? [07]

**Q. 4 Answer the following.**

a) Define merchandising. Explain the advantages and disadvantages of merchandising. [08]

b) What are the forms of merchandise display? [07]

**OR**

c) Define merchandising mix. What are the factors affecting merchandising mix decisions? [08]

d) Explain the Role and Responsibilities of merchandiser. [07]

**Q. 5 Short Note: (Any 3) (5 marks each) [15]**

a) Assortment management

b) Visual merchandising

c) Planogram

d) E-tailing

e) Specialty store retailing

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