



**POORNIMA UNIVERSITY, JAIPUR.**  
**MID SEMESTER EXAMINATION 2020-21 (ODD Semester)**

**School** : School of Commerce & Management  
**Course** : III Year V SEM – BBA. (RM)  
**Subject Name** : Retail Sales Technique & Promotion  
**Subject Code** : BBC05106

**Max. Time:** 1.5 hrs.

**Max. Marks:** 12

**NOTE:-** Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

**Sec-A (CO 3) (Max. Marks-6)**

- |            |            |  |                              |
|------------|------------|--|------------------------------|
| <b>Q.1</b> | <b>(a)</b> | What are the different ways of negotiating with the vendor   | <b>Marks</b><br><b>(1.5)</b> |
|            | <b>(b)</b> | Design the Strategy frame work by considering the external environment and assessing the internal capabilities | <b>(1.5)</b>                 |

**OR**

- |            |            |  |              |
|------------|------------|--|--------------|
| <b>Q.2</b> | <b>(a)</b> | How would you stimulate repeat sale and generate brand loyalty in retail | <b>(1.5)</b> |
|            | <b>(b)</b> | Define Strategy with an example  | <b>(1.5)</b> |
| <b>Q.3</b> | <b>(a)</b> | How would you design Balance Score card to describe strategy             | <b>(1.5)</b> |
|            | <b>(b)</b> | In what way Stagey is different from tactics, illustrate with an example | <b>(1.5)</b> |

**OR**

- |            |            |  |              |
|------------|------------|--|--------------|
| <b>Q.4</b> | <b>(a)</b> | Compare and contrast Market entry and market expansion strategy                  | <b>(1.5)</b> |
|            | <b>(b)</b> | Design the different pricing strategy by considering price value strategy matrix | <b>(1.5)</b> |

**Sec-B (CO 4) (Max. Marks-6)**

- |            |            |   |              |
|------------|------------|---|--------------|
| <b>Q.5</b> | <b>(a)</b> | Give few examples for Prize promotion   | <b>(1.5)</b> |
|            | <b>(b)</b> | In case if you are opening a Boutiques what type of promotional techniques that you would use to increase the sale of apparels? | <b>(1.5)</b> |

**OR**

- |            |            |   |              |
|------------|------------|---|--------------|
| <b>Q.6</b> | <b>(a)</b> | Which type of promotional technique is more suitable to sell FMCG product. Justify              | <b>(1.5)</b> |
|            | <b>(b)</b> | Discuss off the self offers   | <b>(1.5)</b> |
| <b>Q.7</b> | <b>(a)</b> | Design and discuss the pricing strategy that the retailer would adopt for different Competition | <b>(1.5)</b> |
|            | <b>(b)</b> | Design and discuss the pricing strategy that the retailer would adopt for different features    | <b>(1.5)</b> |

**OR**

- |            |            |  |              |
|------------|------------|--|--------------|
| <b>Q.8</b> | <b>(a)</b> | Briefly explain how Joint Promotion is followed in Retail.           | <b>(1.5)</b> |
|            | <b>(b)</b> | List down the different promotional techniques followed by retailers | <b>(1.5)</b> |

-----