

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai As per NEP 2020	
Class: -S.Y.B.M.S	Subject: Major- Retail Marketing
Semester:- IV	Course code: -
Exam Event:- Summer 2026 (FH)	Marks: -60
Date: -05/03/2026	Duration: - 02:00 Hours

N.B. – 1 – Attempt ANY FOUR questions from the given below.
2 – Figures to the right indicate full marks.

Q1. Answer the following questions

- A. Define Retail Marketing and explain its functions? (08)
B. Discuss the social and economic importance of retailing in detail. (07)

Q2. Answer the following questions

- A. Discuss the elements of interior design in retail stores such as lightning, color, fixtures, and signage? (08)
B. Define retail location strategy and discuss its types and the factors influencing it.? (07)

Q3. Answer the following questions

- A. List Difference between Rural and Urban Retailing. (08)
B. What are main Opportunities and challenges faced by retailers in building a strong brand? (07)

Q4. Answer the following questions

- A. What are promotional strategies used in online retailing? (08)
B. Describe different methods or strategies of online pricing used by E-retailers? (07)

Q5. Answer the following questions

- A. Explain foreign direct investment in retail marketing in detail. (07)
B. Describe the Principles of Merchandising (08)

Q6. Answer the following questions

- A. Discuss the significance of Retail Branding in today's Competitive Market. (07)
B. Write detailed note on Visual Merchandising. (08)