



UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 1st Semester Examination, 2020

DSC1-RETAIL MANAGEMENT

MARKETING MANAGEMENT-I

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Attempt any two from the following

30×2 = 60

1. Explain Marketing Environment Analysis. What are the various factors of Marketing Environment Analysis that you should consider for Retail Marketing. Illustrate your answer with at least three types of products from FMCG or Readymade Garments. 30
2. Explain with examples as to how you would conduct Marketing Research for marketing (a) mobile phones in a price range of Rs. 5,000 to 7,000 produced by a startup and (b) different types of packeted spices produced by a small enterprise. 30
3. Why is study of consumer behaviour important for retail marketing? What are the factors that influence consumer behaviour? Illustrate your answer by giving examples from (a) bakery products and (b) electrical goods used in residential units. 30

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