



**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 2nd Semester Examination, 2021

**DSC2.3-RETAIL MANAGEMENT**

**MARKETING MANAGEMENT-II**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Answer any two of the following assignments**

30×2 = 60

1. (a) Highlight the importance of marketing in retail industry. Narrate the different components of holistic marketing approach. 8+7
- (b) Discuss the importance of product planning in retail marketing. Explain the stages of new product development. 7+8
2. (a) Explain the importance of Branding, Labelling and Packaging in marketing. What are the requisites of good packaging? 12+8
- (b) What are the different types of distribution channels? Highlight the functions of distribution channels. 4+6
3. (a) Define Price. What are the various methods of setting price for a particular Product? Discuss at least five pricing strategies adopted by the firms. 2+8+10
- (b) What are the components of marketing mix? Briefly highlight the marketing mix applied at growth stage and declining stage of a product. 2+8

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