



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MMA/SEM-3/MMARM-303/2009-10**

**2009**

**MARKETING AND PRICING**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

i) Serving the rural market through the rural retail outlets is one of the most challenging task for the ..... organisations.

- |                     |                    |
|---------------------|--------------------|
| a) FMCG             | b) modular         |
| c) direct marketing | d) tele-marketing. |

ii) Retailing is the ..... private sector industry in the world economy.

- |            |             |
|------------|-------------|
| a) Largest | b) Smallest |
| c) Fastest | d) Slowest. |





- viii) Retail buying is a function that retailer has ..... merchandise at the ..... price.
- a) selected, negotiated      b) selected, market  
c) right, right                  d) none of these.
- ix) Choose which is true
- a) Merchandise plan has to be developed before assortment plans  
b) Assortment plans has to be developed before merchandise plan  
c) both merchandise plan and assortment plan has to be developed simultaneously  
d) it does not matter which plan is developed first.
- x) Which one of the following type of customers not price conscious ?
- a) Economic                      b) Convenience oriented  
c) Image oriented                d) Variety oriented.

### GROUP – B

#### ( Short Answer Type Questions )

Answer any *three* of the following.      3 × 5 = 15

2. What is rate of return pricing ?
3. What are the different benefits of EDLP ( every day low pricing ) ?
4. Going Rate Pricing.
5. Write about Mom-and-pop Stores and Traditional Kirana Stores.
6. Write about Manufactured suggested retail price ( MSRP )
7. Write short note on Price Discrimination.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.

3 × 15 = 45

8. Explain buying decision process of rural consumers in India ? 15
9. What are the major issues that are involved in Branding of any commodity ? Explain with an example that influence retail pricing ? 15
10. What is rural marketing ? How is different rural market from urban market ? 7 + 8
11. Explain how rural marketing mix is a distinct or modified form of the conventional marketing mix. 15
12. Elucidate the 4As model of marketing mix and explain how and why it is different from the conventional 4Ps model ? 6 + 9
13. What are the different pricing strategies that a retailer can user ? How does a retailer decide which strategy to use ? 7 + 8

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