

Reg. No. : .....

**D 67**

**Q.P. Code : [07 DMBRM 62]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2016.**

Second Year

Retail Management

**RETAIL SALES TECHNIQUE AND PROMOTION**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various objectives of advertising.
2. Outline the characteristics of an integrated programme.
3. How will you overcome barriers in integrated marketing?
4. Explain the strategies to promote tactical analysis.

5. Explain the sales promotion techniques.
6. Discuss the various retail promotion techniques.
7. Describe the steps for introducing new products.
8. Explain the consumer promotion techniques.