

5 MJ 10114 A

FOUR YEAR B.A (HONOURS) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2025

FIFTH SEMESTER

Economics

RETAIL AND DIGITAL MARKETING

(w.e.f 2023-2024 Regulations)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions

1. What is marketing? Mention any two features.
2. What is market segmentation? Explain its need.
3. What are the main features of product marketing?
4. Differentiate between product line and product mix.
5. Explain four types of retail marketing with examples.
6. Explain the responsibilities of a store manager.
7. Write a short note on social media marketing channels.
8. What are digital marketing tools? Give examples.
9. What are the main features of a good marketing model?
10. What is a case study? Why is it important in marketing?

SECTION B — (5 × 10 = 50 marks)

Answer ALL the following questions

11. Explain how marketing strategies help organizations reach their target customers.
- Or
12. Describe different pricing methods used by companies to set prices.

13. What is the product life cycle? Describe its different stages.

Or

14. Discuss the importance of branding and packaging in attracting and retaining customers.

15. Write about the factors that influence the location decisions of retail markets.

Or

16. Explain the difference between customer loyalty programs and sales promotions.

17. Discuss the challenges faced by online retailers in managing customer satisfaction.

Or

18. Discuss the differences in product display and promotion between physical retail and online marketing.

19. Discuss how small local shops create their own marketing models to attract customers.

Or

20. Explain a case that demonstrates how social media campaigns led to brand growth.