

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:		Mr.YASHWANT KUMAR	
Course Code:	R03	Class:	MBA/E-MBA/MBA-HR	Semester:	IV

Subject:	MERCHANDISING, DISPLAY & ADVERTISING
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain merchandising plan step wise for a rural product.
- b) Draw a retail advertising campaign plan and evaluate it.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Developed a marketing mix plan for packed foods startup.
- b) Discuss the process of setting advertising objectives.
- c) Explain the importance of inventory management in a merchandising.
- d) Briefly describe elements of merchandising plan.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Reverse Logistic
- b) Merchandising Planning
- c) Retail Advertising
- d) Publicity

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