

B.B.A. Semester - 6 (CBCS) Examination**March/April -2019****RETAIL MANAGEMENT(ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Explain term 'retail marketing'. Discuss salient features of retailing. (04+10)

OR

Que-1 Discuss major challenges faced by the retail sector in India. (14)

Que-2 What is retail store location? Explain factors affecting retail store selection decisions. (07+07)

OR

Que-2 Describe factors affecting the retail shoppers' behavior. (14)

Que-3 Define term 'retail store design'. Discuss aspects of interior and exterior store design. (04+10)

OR

Que-3 Write notes:

(a) Retail price (07)

(b) Servicing retail consumers (07)

Que-4 Discuss service marketing strategies of the service retailer. (14)

OR

Que-4 Discuss:

(a) Aspects of FDI in retail in India (07)

(b) Features of supply chain management. (07)

Que-5 What is online retailing? Write benefits and limitations of online retailing. (04+10)

OR

Que-5 With reference to India, comment on:

(a) Food retail (07)

(b) Apparel retail (07)
