

B.B.A. Semester - 6 (CBCS) Examination**March/April -2020****RETAIL MANAGEMENT (ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

Q.1 What is retail business? Discuss importance of retailing in India. (14)

OR

Q.1 Discuss drivers of retail business change in india.

Q.2 Write a detailed note on type of retail formats (modes). (14)

OR

Q.2 What is retail store location? Explain factors affecting retail store selection decisions.

Q.3 Discuss steps of merchandise management. (14)

OR

Q.3 Discuss:

(A) Retail store design.

(B) Servicing retail consumers.

Q.4 What is service retailing? Discuss characteristics of services. (14)

OR

Q.4 Discuss:

(A) Foreign direct investment (FDI) in India.

(B) Supply chain management.

Q.5 Write notes on: (14)

(A) Food service retail.

(B) Apparel retail.

OR

Q.5 What is online retailing. Discuss benefits and limitation of online retailing.
