

B.B.A. Semester - 6 (CBCS) Examination**Oct/Nov-2020****RETAIL MANAGEMENT (ELECTIVE)****Time: 2:00 Hours****Marks: 56****Instructions:**

1. Figures to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any four of the following questions.
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Q.1 What is retailing? Discuss features of it. (14)

OR

Q.1 Discuss the Drivers of retail change in India.

Q.2 Write a note on retail formats based on merchandise to be offered. (14)

OR

Q.2 What is retail business strategy and discuss the process of formulating retail strategy in brief.

Q.3 Write notes on: (14)

1. Exterior store design.
2. Interior store design.

OR

Q.3 What is retail price? Write factors affecting retail pricing.

Q.4 Write a note on components of service marketing strategy. (14)

OR

Q.4 Explain the concept of FDI in retail business and discuss its positive & negative impacts.

Q.5 Write notes: (14)

1. Food retail.
2. Consumer durables retail.

OR

Q.5 Describe limitations of online retailing.
