

B.B.A. Semester - 6 (CBCS) Examination
May/June-2021 (OLD COURSE)
RETAIL MANAGEMENT(ELECTIVE)

Time: 1:30 Hours**Marks: 42****Instructions:**

1. Figure to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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- Q.1 Explain term 'retail marketing'. Discuss importance of retailing in India. (14)
- Q.2 Describe factors affecting the retail shoppers' behaviour. (14)
- Q.3 1. Discuss: (14)
- (A) Discuss aspects of interior and exterior store design.
- (B) Servicing retail consumers
- Q.4 What is service retailing? Discuss service marketing strategies of the service retailer. (14)
- Q.5 Write Notes: Any Two: (14)
- (A) Benefits and limitations of online retailing
- (B) Food service retail
- (C) Apparel retail
- (D) Footwear Retail
