

**B.B.A. Semester - 6 (CBCS) Examination**  
**April/May-2022 (NEW COURSE)**  
**Marketing Group - Retail Management (Elective (New))**

**Time: 2:30 Hours****Marks: 70****Instructions:**

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

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- Que-1 Describe challenges to retail development in India. (14)  
OR
- Que-1 Describe drivers of retail change in India.
- Que-2 What is retail store location? Explain factors affecting retail store selection decisions. (14)  
OR
- Que-2 a. Describe factors affecting retail shoppers buying decisions.  
b. Explain non-store-based retailing options
- Que-3 What is store design? Explain aspects of interior and exterior store designs. (14)  
OR
- Que-3 What types of services does the retailer provide to retail shoppers? Explain significance of serving the retail consumers.
- Que-4 **Discuss:** (14)  
a. Service marketing strategies  
b. Overview of Foreign Direct Investment (FDI) in Retail Sector  
OR
- Que-4 **Explain:**  
(i). Service retailing  
(ii). Single brand retailing  
(iii). Multi-brand retailing  
(iv). Supply chain management
- Que-5 What is online retailing? Discuss benefits of online retailing. (14)  
OR
- Que-5 Write Notes:  
a. Footwear retail – concept, prospects and problems  
b. Apparel retail – concept, prospects and problems

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