

B.B.A. Semester - 6 (CBCS) Examination
April/May-2022 (OLD COURSE)
RETAIL MANAGEMENT(ELECTIVE)

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 What is retail business? Discuss importance of retailing in India. (14)
OR
- Que-1 Describe challenges to retail development in India.
- Que-2 Explain: (14)
A. Factors affecting retail store selection decisions.
B. Need for studying retail consumers.
OR
- Que-2 A. Describe factors affecting retail shoppers buying decisions.
B. Explain non-store-based retailing options
- Que-3 Discuss aspects of interior and exterior store designs. (14)
- Que-3 Explain:
A. Retail market promotion
B. Steps in merchandise management process
- Que-4 What is service retailing? Explain service marketing strategies. (14)
OR
- Que-4 Explain:
A. Foreign Direct Investment
B. Single brand retailing
C. Multi-brand retailing
D. Supply chain management
- Que-5 Discuss: (14)
A. Consumer durable retail
B. Apparel retail
OR
- Que-5 Discuss:
A. Benefits of online retailing
B. Online shopping payment options
