

B.B.A. Semester - 6 (CBCS) Examination**March/April-2023 (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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- Q.1 What is retail business? Discuss drivers of retail change in India. 14
OR
- Q.1 Describe major challenges to retail development in India.
- Q.2 Discuss: 14
a. Non-store-based retailing options
b. Need for studying retail consumers behaviour
OR
- Q.2 Explain:
a. Factors affecting retail shoppers' buying decisions
c. Factors affecting retail store selection decisions
- Q.3 What is merchandise management? Describe steps of merchandise management process. 14
OR
- Q.3 Explain:
a. Servicing retail consumers
b. Exterior store design – concept and aspects
- Q.4 Define service retailing. Explain service marketing strategies. 14
OR
- Q.4 Write Notes:
(i). Foreign Direct Investment (FDI) in retail sector
(ii). Single brand retailing and Multi-brand retailing
- Q.5 Discuss benefits and limitations of online retailing. 14
OR
- Q.5 Explain:
a. Food retail – concept, prospects and problems
a. Apparel retail – concept, prospects and problems
