

B.B.A. Semester - 6 (CBCS) Examination
March/April-2023 (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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- Q.1 What is retailing? Describe features of retailing business. 14
OR
- Q.1 Explain major challenges to retail business development in India.
- Q.2 What is retail store location? Explain factors affecting retail store selection decisions. 14
OR
- Q.2 (A) Explain factors affecting retail shoppers' buying decisions.
(B) Explain non-store-based retailing options.
- Q.3 Explain aspects of interior and exterior store designs. 14
OR
- Q.3 (A) What types of services does the retailer provide to retail shoppers?
(B) Write a note on organising retail operations.
- Q.4 (A) Describe characteristics of service. 14
(B) Describe service marketing strategies.
OR
- Q.4 Explain:
(A) Service retailing
(B) Single brand retailing
(C) Multi-brand retailing
(D) Supply chain management
- Q.5 (A) Discuss benefits of online retailing to the retailers and the consumers. 14
(B) Explain various online payment options
OR
- Q.5 Write Notes:
(A) Footwear retail – concept, prospects and problems
(B) Consumer durables retail – concept, prospects and problems
