

B.B.A. Semester - 6 (CBCS) Examination
March/April-2024 (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 Explain major drivers of retail change in India. (14)

OR

Que.1 What is retailing? Explain major challenges for retail business development in India. (14)

Que.2 What is retail store location? Discuss key decisions in retail store location. (14)

OR

Que.2 (A) Explain factors affecting retail shoppers buying decisions. (14)

(B) Write a note on store-based retailing options.

Que.3 Describe steps in merchandise management process. (14)

OR

Que.3 (A) Write a note on servicing retail consumers. (14)

(B) Write a note on retail market promotion.

Que.4 (A) Define service? Describe characteristics of service. (14)

(B) Write a note on FDI in retail business.

OR

Que.4 Explain: (14)

(A) Service retailing.

(B) Single brand retailing.

(C) Multi-brand retailing.

(D) Supply chain management.

Que.5 (A) What is online retailing? Discuss benefits of online retailing to the retailers. (14)

(B) Explain various online payment options.

OR

Que.5 Explain: (14)

(A) Food service retail – concept, prospects and problems.

(B) Consumer durables retail – concept, prospects and problems.
