

B.B.A. Semester - 6 (NEP-2020) Examination**March/April-2026****Marketing Group-1: Retail Management (Major-14)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

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- Que.1 Describe importance of retail business in India. (10)
OR
- Que.1 Discuss drivers of retail (business) change in India.
- Que.2 Describe various modes (format) of retail business in India. (10)
OR
- Que.2 Explain factors Affecting the Retail Shoppers
- Que.3 Discuss in brief the steps of merchandise management process. (10)
OR
- Que.3 What is store location? Explain briefly the affecting retail store location decisions
- Que.4 Explain service marketing strategies. (10)
OR
- Que.4 Write a note on FDI in retail business.
- Que.5 Discuss benefits and limitations of online retailing. (10)
OR
- Que.5 Explain:
(A) Food Service – concept, prospects and problems
(B) Consumer durables – concept, examples of durables, and problems
