

B.B.A. Semester - 6 (CBCS) Examination**March/April-2026 (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.

Que.1 What is retailing? Discuss any ten features in brief. (14)

OR

Que.1 Discuss evolution of Retail formats.

Que.2 Write a note on retail format based on the merchandise to be offered. (14)

OR

Que.2 Describe the factors affecting retail consumer buying behaviour.

Que.3 Explain the merchandise management process. (14)

OR

Que.3 What is retail price? Write factors affecting retail pricing.

Que.4 Define service & Discuss major characteristics of service. (14)

OR

Que.4 What is supply chain management Discuss its features.

Que.5 Define term 'Online retailing' & Explain benefits of online retailing. (14)

OR

Que.5 Write a note on the Payment gateway.
