

B.B.A. Semester - 6 (CBCS) Examination**May/June-2021 (NEW COURSE)****Marketing Group - Retail Management (Elective)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figure to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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Q.1 Describe challenges to retail development in India. (14)

Q.2 What is retail store location? Explain factors affecting retail store selection decisions. (14)

Q.3 What is store design? Explain aspects of interior and exterior store designs. (14)

Q.4 Discuss: (14)

(A) Characteristics of Services.

(B) Overview of Foreign Direct Investment (FDI) in Retail Sector.

Q.5 Write Notes: Any Two: (14)

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

(B) Apparel retail – concept, prospects and problems

(C) Online shopping payment options

(D) Benefits of online retailing
