

B.B.A. Semester - 6 (CBCS) Examination**March/April-2024 (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 Describe major challenges to retail development in India. (14)

OR

Que-1 What is retail business? Explain evolution stages of retail format.

Que-2 Explain: (14)

(A) Factors affecting retail store selection decisions.

(B) Need for studying retail consumers behaviour.

OR

Que-2 Explain:

(A) Factors affecting retail shoppers' buying decisions

(B) Outline various retail modes (or formats).

Que-3 Discuss steps of merchandise management process. (14)

OR

Que-3 Write Notes:

(A) Retail market promotion

(B) Interior retail store design – meaning and aspects

Que-4 Discuss: (14)

(A) Explain service marketing strategies

(B) Characteristics of services

OR

Que-4 Explain terms:

(A) Foreign Direct Investment (FDI) in retail sector

(B) Single brand retailing

(C) Multi-brand retailing

(D) Supply Chain Management.

Que-5 Describe in brief benefits and limitations of online retailing. (14)

OR

Que-5 Explain:

(A) Food Service – concept, prospects and problems

(B) Footwear Retail – concept, prospects and problems
