

B.B.A. Semester - 6 (CBCS) Examination
July-2025 (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 What is retailing? Explain major drivers of retail change in India. (14)
OR
- Que-1 (A) Role of Retailer. (07)
(B) Importance of retailing in India. (07)
- Que-2 Discuss: (14)
(A) Need for studying retail consumer behaviour.
(B) Steps in retail strategy formulation.
OR
(A) Explain factors affecting retail shoppers' buying decisions. (07)
(B) Write a note on store-based retailing options. (07)
- Que-3 What is merchandise management? Describe steps in merchandise management process. (14)
OR
- Que-3 (A) Write a note on servicing retail consumers. (07)
(B) Write a note on organising retail operations. (07)
- Que-4 (A) Define service? Describe characteristics of service. (07)
(B) Discuss service marketing strategy. (07)
OR
- Que-4 Explain: (14)
1) FDI in retail business
2) Service retailing
3) Single brand retailing
4) Multi-brand retailing
- Que-5 What is online retailing? Discuss benefits of online retailing. (14)
OR
- Que-5 Explain: (14)
(A) Food service retail – concept, prospects and problems.
(B) Footwear retail – concept, prospects and problems.
