

B.B.A. Semester - 6 (NEP-2020) Examination**March/April-2026****Marketing Group-2: Retail Management (Major-15)****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 What is retail business? Describe key features of retail business. (10)
OR
- Que.1 Discuss drivers of retail (business) change in India.
- Que.2 Explain factors Affecting the retail shoppers. (10)
OR
- Que.2 Discuss retail strategy formulation process.
- Que.3 Discuss in brief the steps of merchandise management process. (10)
OR
- Que.3 Explain:
(1) Store location
(2) Visual Merchandising
(3) Retail Brand
(4) Interior store design
- Que.4 Write a note on FDI in retail business. (10)
OR
- Que.4 Briefly service marketing strategies.
- Que.5 Write Notes: (10)
(A) Benefits of online retailing.
(B) Payment options for online shopping
OR
- Que.5 Discuss:
(A) Footwear retail – concept, examples of footwear items and prospects
(B) Consumer durables – concept, examples of durables, and prospects
