

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 6th Semester
(2054)

RETAIL MANAGEMENT

Paper : BBA 326

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Student is required to attempt *four* questions from Section A and *two* questions each from Section-B and Section-C.

SECTION—A

1. Attempt any *four* questions :—

- (a) Differentiate between Modern and Traditional retailing. 5
- (b) List the various types of retail formats. 5
- (c) Discuss briefly the elements of retail marketing mix. 5
- (d) What do you understand by effective retail space management ? 5
- (e) Explain briefly the concept of Visual Merchandising. 5

SECTION—B

2. What is retail life cycle ? Discuss briefly the theories of retail development. 15

3. Discuss the growth and evolution of retailing in India. Highlight the main challenges faced by Indian Retailers. 15
4. Explain the significance of trade area analysis. What are the factors influencing selection of retail store location ? 15
5. Write a detailed note on store design elements. How can a retailer ensure effective floor space management ? 15

SECTION—C

6. Describe the significance and advantages of Customer relationship management in retail. What are the main components of CRM strategy ? 15
7. Write notes on :
 - (i) Category management in retailing.
 - (ii) Shrinkage in retail merchandise management. 15
8. What are the factors influencing retail pricing decisions ? Explain various pricing strategies used by Indian retailers. 15
9. List the main responsibilities of store manager. Discuss with examples the inventory management techniques used by the retailers. 15