



RAC-161100010607

Seat No. _____

B. B. A. (Sem. VI) (CBCS) (W.E.F. 2016) Examination

March - 2019

Retail Management

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Figures on the right hand side indicates marks of their relevant questions.

1 What is Retail, retailer and retailing ? Explain the key features and importance of retailing in Indian economy. 14

OR

1 Define organized retailing. What are the drivers and challenges to retail development in India. Explain both in detail. 14

2 What are the different modes of retail formats ? Explain it with suitable examples. 14

OR

2 Define retail consumer behaviour. Explain the factors affecting retail shoppers. 14

3 What is merchandize management ? Explain the steps of merchandize management in detail. 14

OR

3 Define visual merchandizing. Explain interior and exterior store design with suitable examples. 14

4 What is service retailing ? Explain the service marketing strategies for retail sector in detail. 14

OR

4 Write a demand note on supply chain management. 14

5 Explain the present scenario of apparel and consumer durables retailing in India. 14

OR

5 What is online retailing ? Explain the benefits and limitations of online retailing. 14
