



JF-161100010607

Seat No. _____

B. B. A. (Sem. VI) Examination

August - 2019

Retail Management

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

[Total Marks : 70

- Instructions :** (1) It is compulsory to attend all questions.
(2) All questions carry equal marks.

1 What do you mean by retailing ? Explain importance of retailing in India. 14

OR

1 Explain the role of retailer in detail. 14

2 Give brief idea of types of retail modes. 14

OR

2 Explain the need for studying consumer behaviour. 14

3 What do you mean by merchandise management ? Explain steps in merchandise management process. 14

OR

3 Explain exterior store design and internal store design. 14

4 Explain service retailing. Give the characteristics of services. 14

OR

4 Explain concept and nature of supply chain management. 14

5 Define the term 'online retailing' and describe benefits and limitations of online retailing. 14

OR

5 Briefly discuss :

(a) Food retail in India

(b) Online shopping payment concept and payment options.