



PE-161100010607

Seat No. _____

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

March / April - 2020

Retail Management

(New Course)

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

[Total Marks : 70

1 Describe trends in India - organized retailing. 14

OR

1 Explain challenges of retailing in India. 14

2 Explain factors influencing retail shopper/consumer. 14

OR

2 Describe various aspects of retail store location. 14

3 Explain steps in Merchandise Management. 14

OR

3 Describe elements of interior store design. 14

4 Explain advantages and disadvantages of Foreign Direct Investment (FDI). 14

OR

4 Describe objectives of supply chain management. 14

5 Write short notes : (any two) 14

(1) Advantages of online payment system.

(2) Limitations of online payment system.

(3) Benefits of online retailing.

(4) Current scenario of online shopping in India.