



DCN-161100010607

Seat No. _____

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

July - 2022

Marketing Group : Retail Management
(Old Course)

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 retail ? Explain importance of retaining in India. 14

OR

1 Explain role of Retailer. 14

2 Explain retail modes in brief. 14

OR

2 Explain factors affecting retail shoppers. 14

3 What do you mean by merchandise management ? 14

OR

3 Explain exterior and interior store design. 14

4 What do you mean by Service retailing ? Explain the characteristics of services. 14

OR

4 Explain concept and nature of supply chain management. 14

5 Write short note : (any two) 14

(1) Food retail

(2) Food service retail

(3) Footwear retail

(4) Consumer durables.