



DCM-19BBA606

Seat No. _____

B. B. A. (Sem. VI) (W.E.F. 2019) Examination

July-2022

Retail Management

(New Course) (Marketing Group)

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

[Total Marks : 70

Instructions : (1) Figures to the right indicate marks.
(2) Attempt questions based on internal option.

1 Explain drivers of Retail Change with suitable examples. 17.5

OR

1 Describe challenges to retail development in India. 17.5

2 Explain Retail strategy formulation with suitable examples. 17.5

OR

2 Describe factors affecting retail store location with suitable examples. 17.5

3 Explain visual merchandizing with suitable examples. 17.5

OR

3 Define : Supply chain management. Also explain nature of supply chain management. 17.5

4 What is service retailing ? Explain characteristics of service with suitable examples. 17.5

OR

4 Explain FDI in Retailing with suitable examples. 17.5
