



**DR-161100010607** Seat No. \_\_\_\_\_

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

**Examination**

**April - 2022**

**Retail Management (Marketing Group)**

*(Retail Management)*

*(Old Course)*

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

[Total Marks : 70

- Instructions :** (1) Right side figure indicates the marks.  
(2) Attempt questions based on Internal options.

1 Explain concept of organized Retail. Also Explain 14  
importance of Retailing in India.

**OR**

1 Describe challenges to Retail Development in India. 14

2 Explain factors affecting the Retail shoppers. 14

**OR**

2 Describe factors affecting Retail store location with 14  
suitable examples.

3 Explain organizing of Retailing operations. 14

**OR**

3 What is merchandise management ? Explain concept 14  
and steps.

4 Define : service Retailing Describe characteristics of services with suitable examples. 14

**OR**

4 Describe concept and nature of supply chain management. 14

5 Explain Benefits and limitations of online Retailing 14

**OR**

5 Describe payment Gateways with suitable examples. 14

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