



DQ-19BBA606

Seat No. _____

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

April-2022

Retail Management

(New Course)

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

[Total Marks : 70

- Instructions :** (1) Answer all the questions.
(2) Figures to the right indicate marks.

- 1 What is retailing ? Explain the historic development of retail industry. **20**
- OR**
- 1 Explain key features of retail and explain various challenges faced by Indian retail industry. **20**
- 2 Define consumer's behaviour and also explain about various factors affecting retail consumers behaviour. **20**
- OR**
- 2 Explain strategic planning in detail with respect to retail industry. **20**
- 3 Explain in detail about various types of store layout. **15**
- OR**
- 3 Explain in detail about various factors affecting retail branding. **15**
- 4 Define service retailing and also explain various characteristics of services. **15**
- OR**
- 4 Write detail note on FDI in retail sector in India and also explain advantages and disadvantages of FDI in Indian retail industry. **15**