



Seat No. \_\_\_\_\_

**HE-161100010607**

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

**April - 2023**

**Retail Management**

*(Marketing Group)*

*(Old Course)*

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

- Instructions :** (1) All questions are compulsory.  
(2) Figures on the right hand side indicate marks of that relevant question.

- 1 Define retail, retailer and retailing. “The better the retail place looks, the more it will be able to attract top brands looking for outlets.” Explain this with respect to role of Retailer as an image creator. **14**

**OR**

What is Retailing ? Explain evolution stages of retail formats.

- 2 “Retail Strategy provides sustainable competitive advantage from the available resources.” Explain the concept of retail strategy and its formulation process. **14**

**OR**

Give the concept of retail store location. Explain its key decisions and factors.

- 3 “Merchandize management is an integrated approach to inventory assortment, offering selling and marketing communication”. Explain this with respect to stages of merchandize management. **14**

**OR**

Define visual merchandizing. Explain interior store design.

4 What is Service Retailing ? Explain its characteristics. 14

**OR**

Define supply chain management. Explain. 14

5 Write a short note on : (any two) 14

- (1) Online Retailing.
  - (2) Food Retailing.
  - (3) Footwear Retailing.
  - (4) Apparel Retailing.
-