



Seat No. _____

HD-19BBA606

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

April - 2023

Retail Management

(Marketing Group)

(New Course)

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

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

- 1 Define retail, retailer and retailing. What are the drivers of retail change in India ? Explain. **20**

OR

“Retailer provides various services to consumers and producers.” Explain with respect to role of retailer as a link between producers and consumers.

- 2 What are different retail formats ? Explain all with respect to suitable examples. **20**

OR

“Retail consumer is one who purchases the product for individual consumption on a specific time at suggested price.” Explain with respect to factors affecting retail consumer behaviour.

- 3 Define visual Merchandizing. Explain the concept of exterior store design. **15**

OR

Write a detailed note on retail pricing decision. **15**

- 4 Write a short note on : (any two) **15**

- (1) Service Marketing Strategies for retailers.
- (2) FDI in retailing.
- (3) Apparel retailing.
- (4) Footwear retailing.