

Faculty of Business Management**BBA III-Year, CBCS-V Semester Backlog Examinations -June/July, 2022****PAPER: Retail Management (M2)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5×4=20 Marks)

1. What is retailing?
2. Franchising
3. Merchandise performance evaluation
4. POP display
5. Channel conflict
6. Retail location management
7. Specialty stores
8. Customer service in retailing

Section-B

II. Answer the following (5×12=60 Marks)

9. (a) Explain the characteristics of retailing?
(OR)
(b) Explain the emerging trends in retail sector in India?
10. (a) Explain the environmental theory of retailing?
(OR)
(b) Explain the modern retail formats in India with suitable examples?
11. (a) Explain the functions of merchandising manager?
(OR)
(b) Explain the merchandise buying and handling process in retailing?
12. (a) Explain the various types of store layouts?
(OR)
(b) Discuss in detail about the components of retail communication mix?
13. (a) Explain the criteria in selection of channel members?
(OR)
(b) Discuss in detail about the physical distribution system?

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
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Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Characteristics of Retailing
 2. Environmental theory
 3. Merchandise Management
 4. Retail communication Mix
 5. Trends in Retailing
 6. Lay out Selection
 7. Any two merits of Franchising
 8. Relevance of Retailing

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the role of Retail sector in india?
(OR)
(b) Explain the emergence and growth of retailing in India?
10. (a) What are the traditional retail formats? Explain with examples
(OR)
(b) Critically examine the role of Co-operative and Government in Retail?
11. (a) Define Merchandise Mix. Explain the different types of Merchandise?
(OR)
(b) Examine the role and functions of Merchandising Manager?
12. (a) Examine the role of store layout in retailing? Explain various types of store layout
(OR)
(b) What are the various tools used in visual merchandising? Explain
13. (a) Explain in detail about the Physical Distribution System in Retailing?
(OR)
(b) Retailing without distribution channels is incomplete do you agree?

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Section-A

- I. Answer any FIVE of the following questions (5x4=20 Marks)
1. What are the characteristics of retailing
 2. Write about modern retail formats in India
 3. Components of visual merchandising
 4. Write the importance of retail store image.
 5. Need for POP displays
 6. Channels of distribution
 7. What are various challenges in Retailing
 8. Concept of backdoor selling

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the emergence and growth of retailing in India
(OR)
(b) Write about the FDI in Indian retailing
- 10.(a) Why Franchising is required in retailing? Discuss its advantages and disadvantages.
(OR)
(b) Explain the Concept of Life Cycle in retail
- 11.(a) What is merchandising? Discuss the functions of Merchandising Manager
(OR)
(b) Discuss in detail the process of Merchandise Planning
- 12.(a) Discuss the considerations to be made while selecting a store layout
(OR)
(b) Elaborate on Retail Promotions strategy. Give an example
- 13.(a) Describe the criteria for selecting channel members
(OR)
(b) Discuss the methods in managing the channel conflicts.
