

2112M057

**BACHELOR OF BUSINESS ADMINISTRATION**

**Retail Management**

**Subject: Retail Management**

**Subject Code: MMK503**

**Semester: First**

**December 2021**

**Theory (External): 70 Marks**

**Time: 03 Hours**

**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

**Roll Number**

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**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A Explain briefly the customer decision making process.
- B How marketing research for understanding retailing consumer is important?
- C Define retail management.
- D Write a short note on changing trends in retailing
- E What is the importance of retail location?
- F How measurement of success of location is being done?
- G Write a short note on international aspects of retailing.
- H Explain briefly retail communication mix.
- I Why customer service is important in retailing?
- J What is POP displays?

**SECTION –B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

- 1 Explain the different types of retailing. Also explain the various factor which effects retailing in India.
- 2 Explain retail customer buying behavior, What are the factors which affect the behavior of retail consumers?

- 3 What are the factors which effect location decisions? Explain the steps involved in choosing retail locations.
- 4 What is meant by merchandized management? What are their advantages?
- 5 What are various types of store layout and designs in retailing? Also explain the factor influencing it.
- 6 Emphasis the significance of retail supply chain management and explain its impact on retail pricing.
- 7 Define space management and also explain the characteristics of visual merchandized management.
- 8 “Increasing inventory turnover is any important goal for a retail manager.” what are the consequences of turnover that is too slow?

==END OF PAPER==

5\*10=50