

2202M032

BACHELOR OF BUSINESS ADMINISTRATION

Retail Management

Subject: Retail Management

Subject Code: MMK-503

Semester: First

February 2022

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)

Write short notes on the following:

- A. Unorganized retailing
- B. Assortment planning
- C. Types of retail locations
- D. Store layout
- E. Non-store retailing
- F. Types of merchandise
- G. POP Displays
- H. E-tailing
- I. Planograms
- J. Space Management

D

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

1. Discuss the challenges faced by Indian retail industry in Covid-19 Pandemic situation. How companies managed to overcome these challenges? Give suitable examples.
2. How has the Indian retail shopper changed? What recent trends in retailing have come about as a consequence of changed shopper?
3. Discuss the importance of channels in retailing. What are the different types of distribution channels in this industry?
4. Discuss the steps involved in the consumer buying process. Does this process vary for convenience products and high involvement products?
5. Discuss the principles of store design. What elements should be considered while designing the store?
6. Why retailers choose to go international? What factors a retailer needs to consider before going international?
7. Discuss the elements of communication mix. Design the communication mix for a lifestyle retailer.
8. What is visual merchandising? What tools are used for visual merchandising?

===END OF PAPER===