

**C – 6405 D**

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

(End Semester Examination)

Sixth Semester

(Regular)

RETAIL MANAGEMENT

*Time : 3 Hours*

*Max. Marks : 70*

**PART — A**

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Features of Retail Industry in India.
2. Visual Merchandiser.
3. FDI in retailing.
4. Brand management in Retailing.
5. Single Brand Store.
6. Types of Retail Units.
7. How to reduce inventory Loss?
8. Role of Information Technology in Retailing.

**PART — B**

Answer ALL questions. **(5 × 10 = 50 Marks)**

**UNIT I**

9. (a) What is Retailing? List out the factors influencing Retailing.

Or

- (b) What is Retail Planning? State strategic retail planning process.

Turn Over

## UNIT II

10. (a) What is Location? Also state the factors affecting the location of a retail store.

Or

- (b) Explain Layout. Also explain its types.

## UNIT III

11. (a) Discuss in detail about Traditional retailing.

Or

- (b) Explain about emerging trends in retailing.

## UNIT IV

12. (a) What is Retail Pricing? Enumerate various factors influencing retail pricing.

Or

- (b) Write a comprehensive note of Retail promotion strategies.

## UNIT V

13. (a) List out the features of Retail Sales Persons.

Or

- (b) Attempt the following :

(i) Kirana Stores

(ii) Super market.

---