

## BBA 5th Semester Exam., 2019

## RETAIL MANAGEMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following : 2×6=12

- (a) What are the factors responsible for the growth of organized retail in India?
- (b) What is multichannel retailing and what are the advantages of the same?
- (c) What is the importance of category management?
- (d) Discuss the concept of Retailing Environment.
- (e) Explain the process of merchandise sourcing.
- (f) What are the elements of store design?
- (g) What are the types of store layout?

( Turn Over )

- (h) What are the various tools for visual merchandising?
- (i) What are the components of mall management?
- (j) What are the ethical issues in retailing?

2. Answer any three of the following : 4×3=12

- (a) Explain the role of technology in retail environment.
- (b) What are the reasons that have caused an increase in the popularity of the non-store retail formats to develop? Discuss.
- (c) What are the various tools for visual merchandising?
- (d) Explain the categories of merchandising.
- (e) Explain the significance of ethical and legal issues in retailing.

3. Describe the Electronic and Non-store Retailing and other forms of Non-traditional retailing.

4. What is variety and assortment? Explain the influence of variety and assortment on the consumption pattern.

5. Briefly discuss the various types of non-store retailing currently in vogue. What are their advantages and disadvantages? 12
6. What are the factors which play significant role in location choice of a particular store? Discuss. 12
7. What do you mean by the store layout? Discuss the factors to be considered for a store layout. 12

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