

14626

Reg. No.

--	--	--	--	--	--	--	--

VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Retail Management

Paper : Marketing

(Scheme CBCS Semester 2018 (R))

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

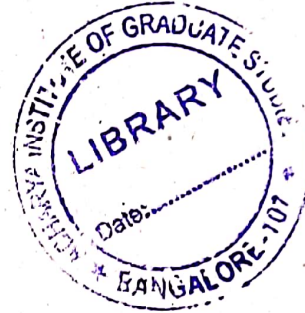
Answers should be written in english only.

SECTION-A

Answer any **FIVE** questions. Each question carries 2 marks.

(5×2=10)

1. a) What do you mean by speciality stores?
- b) Who is Guerrilla shopper?
- c) What is visual merchandising?
- d) What is product mix?
- e) What is e - retailing?
- f) Expand CDBMS.
- g) What do you mean by mark up pricing?



SECTION - B

Answer any **THREE** of the following. Each questions carries 6 marks.

(3×6=18)

2. Explain vital role of consumer behavior.
3. What are the factors influencing location of a store?
4. Explain the factors influencing pricing.
5. Explain codes of ethics for Indian retail industry.
6. What are the objectives of supply chain Management?

[P.T.O.]





(2)

14626

SECTION - C

(3×14=42)

Answer any **THREE** of the following. Each question carries 14 marks.

7. Define Retailing. Explain various phases of retail life cycle.
 8. What are the factors affecting buying decision of the customers at the store?
 9. What are the approaches to pricing?
 10. What are the different types of Retail store locations? Mention at least one advantage and one disadvantages of each type.
 11. Explain legal aspects in Retailing.
-

