



MS – 517

VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Freshers + Repeaters)
(2014-15 and Onwards)
RETAIL MANAGEMENT
Paper 6.6 : (Elective Paper – IV)

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in English only.

SECTION – A

Answer any 8 sub-questions from the following. Each sub-question carries 2 marks.
(8×2=16)

1. a) What is a "Hyper Market" ?
- b) What is a customer service ?
- c) What is category management ?
- d) Give the meaning of store designing.
- e) Give the meaning of retail marketing mix.
- f) What do you mean by supply chain management ?
- g) What is bar coding ?
- h) What is electronic article surveillance ?
- i) Who is a retail franchiser ?
- j) Who is a Guerrilla shopper ?

SECTION – B

Answer any 3 questions. Each question carries 8 marks.

(3×8=24)

2. Briefly explain environmental theory of retailing.
3. Explain the influence of reference group on consumer buying behaviour.
4. What are the advantages of trade area analysis ?
5. Briefly explain social issues in retailing.

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SECTION - C

Answer question no. 10 and any three of the remaining questions. Each question carries 15 marks : (4x15=60)

6. Explain the factors influencing Indian retail industry.
7. Explain the various steps involved in category management.
8. What are the important pricing strategies adopted by retail organizations. Explain.
9. Discuss the advantages and disadvantages of e-tailing.
10. What is telemarketing ? Discuss the advantages and disadvantages of telemarketing.



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VI Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (Freshers) (2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.6 : (Elective Paper – IV) : Retail Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any 8** sub-questions of the following. **Each** sub-question carries **2** marks.
(8×2=16)

1. a) What is Online Retailing ?
- b) What is an Hyper Market ?
- c) What do you understand by a Reference Group ?
- d) What is Visual Merchandising ?
- e) What is Skimming Pricing ?
- f) What do you mean by Supply Chain Management ?
- g) What do you mean by EDI ?
- h) Give the meaning of Electronic Shelf Label.
- i) Who is Touchy-Feely Shopper ?
- j) What are Mannequins ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks. **(3×8=24)**

2. Who is a Retailer ? Explain any five functions of a Retailer.
3. Briefly explain the stages of Consumer Decision-Making with an example.
4. Mention the Dimensions of Market Area Analysis.
5. Explain the importance of Store Layout and Visual Merchandising in Retail Management.

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SECTION - C

Answer question no. **10** and **any three** of the remaining questions. **Each** question carries **15** marks. **(4x15=60)**

6. Elaborately explain the different Retail Theories.
7. Explain the factors influencing Indian Retail Industry.
8. Explain the factors influencing pricing. Elaborate various pricing methods in the context of retailing.
9. Bringout the importance of the "Legal Issues" and "Social Aspects" of Retailing.
10. Explain the factors that influence Customer's Buying Decisions. Elaborate with suitable examples.