VI Semester B.B.A. Examination, May/June 2018
(CBCS) (F + R)
(2016 – 17 and Onwards)
BUSINESS ADMINISTRATION

Time : 3 Hours
Max. Marks : 70

**Instruction : Answers should be written in English.**

SECTION – A

Answer *any 5 questions. Each question carries 2 marks.***

1. a) What do you mean by Convenience stores ?
   b) Define Consumer Behaviour.
   c) What is Grid layout ?
   d) Expand CDBMS.
   e) What is Product mix ?
   f) What is Barcoding ?
   g) What is the meaning of Human Resource Planning ?

SECTION – B

Answer *any 3 of the following. Each question carries 6 marks.***

2. Briefly explain factors affecting Retail Industry.
3. Explain the factors influencing location of a store.
4. Briefly explain the types of customers.
5. Explain the social issues in Retailing.
6. What are the objectives of supply Chain Management ?

P.T.O.
SECTION – C

Answer any 3 of the following. Each question carries 14 marks. (3x14=42)

7. Define Retailing. Explain the functions of Retailing.

8. What is Consumer Behaviour? Explain the factors influencing Consumer behaviour.

9. Explain the factors influencing the location of a new retail outlet.

10. Explain Retail Marketing Mix in detail.

11. Explain legal aspects in Retailing.
VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresh)
(2016-17 and Onwards)
BUSINESS ADMINISTRATION

Time : 3 Hours                         Max. Marks : 70

*Instruction*: Answers should be written in *English*.

**SECTION – A**

Answer any 5 questions. Each sub question carries 2 marks. (5x2=10)

1. a) Give the meaning of electronic retailing.
   b) What do you mean by mark up pricing?
   c) What do you mean by warehousing?
   d) What is the meaning of man power planning?
   e) Mention 4 types of risk.
   f) What do you mean by convenience stores?
   g) What is Grid layout?

**SECTION – B**

Answer any 3 of the following. Each question carries 6 marks. (3x6=18)

2. Explain the factors influencing location of a store.
3. What is E-tailing? What are the challenges of electronic retailing?
4. Explain any six pricing strategies in retail organisation.
5. Explain the ethical and social issues in retailing.
6. What are departmental stores? Explain the advantages and disadvantages.

**SECTION – C**

Answer any 3 of the following. Each question carries 14 marks. (3x14=42)

7. Explain in detail the contents of business plan.
8. What is consumer behaviour? Explain the factors influencing consumer behaviour.
9. Explain various compensation methods available for retail employees.
10. Explain legal aspects in retailing.
11. Explain retail marketing mix in detail.
VI Semester B.B.M. Examination, May 2017
(2014 – 15 & Onwards) (Repeaters)
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 from the following. Each sub-question carries 2 marks.

(8x2=16)

1. a) What is Non-store retailing?
   b) What is Retail operations?
   c) Write the meaning of bar coding.
   d) What is retail marketing mix?
   e) Write the meaning of reference groups.
   f) What is value pricing?
   g) What is price sensitivity?
   h) What is online retailing?
   i) What is retail branding?
   j) Define advertising.

SECTION – B

Answer any 3 questions. Each question carries 8 marks. :

(3x8=24)

2. Mention the merits and demerits of sales promotion.
3. Briefly explain the performance appraisal methods.
4. Briefly explain the effects of communication in retail management.
5. Briefly explain the SCM principle.
SECTION – C

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

6. Explain the recruitment and training methods in retailing.

7. Explain the individual factors which influence the consumer behaviour.

8. Explain the employees performance appraisal methods available in retailing.

9. Explain the applications of “Information Technology” in retail management.

10. Explain the various steps involved in category management.