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C – 1602

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(b)**

**Stream – II : MARKETING MANAGEMENT
Elective Course – BM 1661.2 : Retail Management
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

(1×10=10 Marks)

- 1) Define retailing.
- 2) What are hypermarkets ?
- 3) What is a Kirana store ?
- 4) What do you mean by visual merchandising ?
- 5) What is store image ?
- 6) What is a planogram ?
- 7) What is shopping goods ?
- 8) What is SKU ?
- 9) State the need for shopper profile analysis.
- 10) What is catchment area ?

SECTION – B

II. Answer **any 8** questions. Each question carries **2** marks

(2×8=16 Marks)

- 11) What are the functions performed by retailers ?
- 12) Differentiate between product retailing and service retailing.
- 13) What is retail strategy ?
- 14) Write the advantages of chain stores.

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- 15) What are the essentials of retail salesmanship ?
- 16) Write a note on Discount houses.
- 17) What are the functions of merchandising manager ?
- 18) List out the methods employed while pricing the product on the basis of demand.
- 19) What are the strategies involved in retail communication ?
- 20) What are the benefits of e-tailing ?
- 21) What is market segmentation ?
- 22) Give a note on Grid Layout.

SECTION - C

III. Answer any 6 questions. Each question carries 4 marks. (4x6=24 Marks)

- 23) What types of sales promotion tools are used in retail promotions ? Discuss in brief.
- 24) Explain the different non store based retailing.
- 25) Explain the factors influencing consumer behaviour.
- 26) Explain the importance of location in retail business.
- 27) Explain the approaches to a pricing strategy.
- 28) Explain category management process.
- 29) Explain the customer buying behaviour patterns.
- 30) Discuss the steps in choosing the right retail location.
- 31) What is space management ? Discuss the points to be considered while allocating space to different products.

SECTION - D

IV. Answer any 2 questions. Each question carries 15 marks. (15x2=30 Marks)

- 32) Explain the factors underlying the trends of modern retail India.
- 33) Explain the factors affecting retail environment.
- 34) Explain the different types of location.
- 35) What is store design ? Explain the importance of exterior design in retailing.