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E – 1886

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Stream – II : Marketing Management
Elective Course : BM 1661.2 : RETAIL MANAGEMENT
(2014 Admission Onwards)

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 franchising.
 - 2) What are private labels ?
 - 3) What are impulse goods ?
 - 4) What are convenience stores ?
 - 5) What is price bundling ?
 - 6) What do you mean by e-tailing ?
 - 7) Who is a category killer ?
 - 8) What do you mean by cross shopping ?
 - 9) What is cross docking ?
 - 10) Define retail location.

SECTION – B

- II. Answer **any 8** questions. Each question carries **2** marks. **(2×8=16 Marks)**
- 11) Differentiate between retail and wholesale.
 - 12) What are the limitations of departmental stores ?
 - 13) What are the factors influencing retail merchandising ?

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- 14) What are the objectives of store layout and design ?
- 15) Write a note on catalogue retailing.
- 16) What are the different micro environmental factors affecting a retail market ?
- 17) What is the need for retail research ?
- 18) What is an isolated store ?
- 19) What are the contents on a label ?
- 20) Write a note on global retailing.
- 21) What is retail audit ?
- 22) What is a quality of a service ?

SECTION – C

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

- 23) Explain consumer decision making process.
- 24) Explain the factors to be considered while arriving at the price of a product.
- 25) What are the factors to be considered when making layout decisions ?
- 26) Discuss in brief merchandise forecasting.
- 27) Explain the different store layout formats.
- 28) Explain the challenges and opportunities in retailing.
- 29) Explain the socio economic influences in retailing.
- 30) Explain the internal and external atmospherics in retail sector.
- 31) Explain wheel of retailing.

SECTION – D

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

- 32) Explain the different types of retailing format.
 - 33) Explain the retail promotion mix strategy.
 - 34) Explain trade area analysis.
 - 35) Explain the steps in merchandise planning.
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