



Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1661.2 : RETAIL MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

1. Define retail sales promotion.
2. What is a conventional supermarket ?
3. What do you mean by video Kiosk ?
4. Who is a warehouser ?
5. Explain the term operational control.
6. What is an example of a chain store ?
7. Define retail strategy.
8. What is a vending machine ?
9. Explain retailing information system.
10. Explain the types of retailing format.



SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

(8x2=16 Marks)

11. Explain the importance of Retailing.
12. Briefly explain Airport Retailing.
13. Write a note on retail marketing mix.
14. Explain Labelling.
15. Describe about CRM in retail business.
16. What are the basic components of product mix ?
17. Briefly explain the objectives of Retail Sales Promotion Programme.
18. What are the factors to be considered while merchandise forecasting ?
19. Explain the need of public relation in retailing.
20. What is a factory outlets store ?
21. When does store location problem arises ? Explain briefly.
22. Briefly explain the factors to be considered while selecting a site.

SECTION – C

Answer **any six** questions. Answer should **not** exceed **one** page. **Each** question carries **4** marks.

(6x4=24 Marks)

Discuss the functions of Retailing.

Briefly explain the retail control system.

What are the objectives of retail sales promotion program ?



26. Discuss the technological changes in retailing environment.
27. Explain the sources of working capital for the retailer.
28. Explain briefly about the ownership based retail format.
29. Briefly explain the Retail Business Environment.
30. Explain the consumer decision making process in retail business.
31. What are the benefits of trading Area Analysis ?

SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks. (2×15=30 Marks)

32. What are the factors to be considered while selecting a retail shop by the customers ?
 33. Briefly explain about the new trends in sales promotion.
 34. Describe merchandising buying and handling process.
 35. Discuss the opportunities and threats involved in global retailing.
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