

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.(SIM) (2014 & Onwards) (Sem.-5)

RETAIL MANAGEMENT

Subject Code : BBA-512

M.Code : 74110

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. **Write briefly :**
 - a) Online Retailing
 - b) Segmentation
 - c) Un-Organized retail sector
 - d) Store location
 - e) RIM
 - f) Two way Communication
 - g) Supply Chain management
 - h) Types of Pricing methods
 - i) Merchandising
 - j) Long term plan

SECTION-B

UNIT-I

2. What kinds of retail model prevail in India? What is the role of Retail sector in GDP in India?
3. *“Retailing is more concerned with profit earning rather than with ethics”*. Comment.

UNIT-II

4. Discuss the important decisions to frame the Retail marketing strategies.
5. Define the visual merchandising. What is the scope of Customer Relationship Management in retailing?

UNIT-III

6. How the price is decided in retailing? Discuss the methods of merchandise procurement.
7. Discuss the retail merchandising. What is the process of retail merchandising?

UNIT-IV

8. *“Retail Human Resource Management is an important part of retailing”*. Comment.
9. How retail information system is useful in Supply chain management? What is the contribution of RIS for retailing?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.