

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) MNC
- b) Store Layout
- c) Supply Chain management
- d) 4 P's of retailing
- e) Vertical Merchandising
- f) Retail Marketing
- g) Human Resource Management retailing
- h) Category Management
- i) UPC
- j) PDS

SECTION-B

UNIT-I

2. What is retailing in India? What factors affect ethical retailing?
3. Define different models of Retailing.

UNIT-II

4. Design a store layout, what are the different factors which effects site selection.
5. Discuss in detail about retail marketing strategies.

UNIT-III

6. What is retail pricing? What are the different factors which affects Retail Price strategy?
7. Explain in detail retail communication mix.

UNIT-IV

8. Explain retail information system. What is a retail store operation?
9. What are the different financial aspects of retail management?

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.