



SE – 291

VI Semester B.B.A. Examination, September 2020
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – M. K.-6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer any 5 sub-questions. Each question carries 2 marks.

(5×2=10)

1. a) What is meant by Retailing ?
- b) Mention the types of consumer buying behaviour.
- c) Explain Inventory management.
- d) What is meant by retail marketing mix ?
- e) What is meant by non-store retailing ?
- f) What is meant by price skimming ?
- g) State any 2 benefits of electronic shelf labeling.

SECTION – B

Answer any 3 of the following. Each question carries 6 marks.

(3×6=18)

2. What is Retail Life Cycle ? Explain the different stages of Retail Life Cycle.
3. Explain the stages in Buying Decision Process.
4. What is Visual merchandising ? Explain any 5 benefits of it.
5. Explain any 6 qualities of a salesman.
6. Explain any 6 limitations of e-tailing.

P.T.O.



SECTION – C

Answer **any 3** of the following. **Each** question carries **14** marks.

(3×14=42)

7. Explain the types of retailing stores.
8. Explain Maslow's theory of Motivation.
9. Explain any 10 factors influencing retail store location.
10. Explain the various approaches to pricing.
11. Discuss the legal, social and ethical aspects in retailing (5 points **each**).