



K23U 0432

Reg. No. : .....

Name : .....

**VI Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, April 2023**

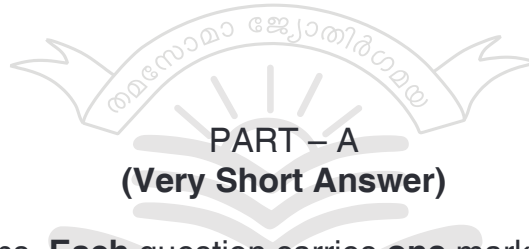
**(2019 and 2020 Admissions)**

**DISCIPLINE SPECIFIC ELECTIVE III – MARKETING**

**6B18BBA : Retail Management**

Time : 3 Hours

Max. Marks : 40

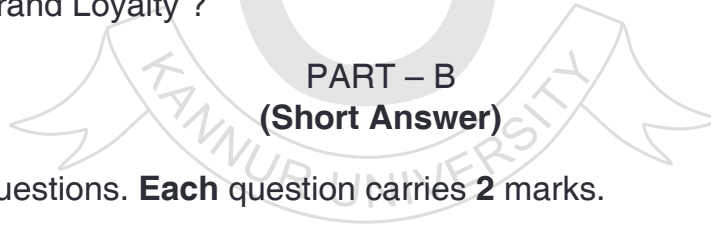


**PART – A  
(Very Short Answer)**

Answer **all** the questions. **Each** question carries **one** mark.

**(6×1=6)**

1. Define Retail Management
2. What is e-tailing ?
3. Define CRM.
4. What is merchandising ?
5. What do you mean by floor space management ?
6. What is Brand Loyalty ?



**PART – B  
(Short Answer)**

Answer **any 6** questions. **Each** question carries **2** marks.

**(6×2=12)**

7. Differentiate organized retailing and unorganized retailing.
8. Differentiate brand loyalty and store loyalty.
9. What is Visual merchandising ?
10. Write a short note on franchising.
11. What is retail marketing mix ?
12. Write a short note on electronic commerce.
13. Explain buying function in Retail Management.
14. What do you mean by pricing ?

P.T.O.



PART – C  
(Essay)

Answer **any 4** questions. **Each** question carries **3** marks.

(4×3=12)

15. Discuss the different types of pricing.
16. Explain the merits of online retailing.
17. Write a note on :
  - a) Store Retailing.
  - b) Non-Store Retailing.
18. “Retailing has large number of opportunities in India.” Explain.
19. Write a note on Inventory management.
20. List out the various merits of CRM.

PART – D  
(Long Essay)

Answer **any 2** questions. **Each** question carries **5** marks.

(2×5=10)

21. Explain the different types of retailing.
22. What is online retailing ? Explain the features of online retailing.
23. Explain the importance of Advertising in Retail Management.
24. Explain the term Pricing decision and the factors affecting pricing decision.

