K21U 1585

Reg. No. : ....

Name : ....

V Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – Sup./Imp.)
Examination, November 2021
(2015 – 18 Admns)
Core Course
5B15 BBA/BBA (RTM) : RETAIL MANAGEMENT

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. What is retailing ?

2. Who is a franchiser ?

3. Enumerate any 2 retail companies in India.

4. What is a chain store ?

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is visual merchandising ?

6. What is merchandise planning ?

7. What is supply chain management ?

8. What is the importance of credit management ?

9. What is price penetration ?

10. Define advertisement.

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Answer **any six** questions (**not** exceeding **one** page). **Each** question carries **3 marks.**

11. Write a note on store based retailing.

12. What are the personal elements that change the buying behaviour of a customer ?

13. Explain the different methods of evaluating merchandise performance.

14. Explain the process of merchandise planning.

15. Write a short note on tools of promotional mix.

16. Explain the advantages of advertisement to the retailers.

17. Discuss in detail the retail life cycle.

18. Discuss the challenges that the Indian retail industry is facing.

SECTION – D

Answer **any two** questions. **Each** question carries **8 marks.**

19. Write a note on retail pricing and discuss the various internal and external factors influencing retail pricing.

20. Explain different types of store layout and discuss the important steps in store layout planning of a retail outlet.

21. Write a note on CRM. Explain the benefits of CRM programmes.