



CB – 425

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VI Semester B.B.A. Examination, August/September 2023
(CBCS) (Repeaters) (2016 –17 and Onwards)
BUSINESS ADMINISTRATION
Paper – MK6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be written in **English** only.*

SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks. (5×2=10)
- a) What is meant by retailing ?
 - b) Give the meaning of product mix.
 - c) What is store designing ?
 - d) Define the term consumer.
 - e) State any two functions of Retailer.
 - f) What is skimming pricing ?
 - g) What is computerised replenishment system ?



SECTION – B

- Answer **any 3** of the following. **Each** question carries **6** marks. (3×6=18)
2. Explain the purpose of retailing.
 3. Explain the stages in buying decision process.
 4. Write a short note on electronic article surveillance in retailing.
 5. What are the objectives of supply chain management ?
 6. Discuss market area analysis.

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SECTION - C

Answer **any 3** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. What is consumer behaviour ? Explain the factors influencing consumer behaviour.
 8. Explain the various approaches to pricing.
 9. Discuss the ethical and legal issues in retailing.
 10. Discuss the factors responsible for the growth of the Indian retail industry.
 11. Explain retail marketing mix in detail.
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