



SA – 831

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**VI Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (Freshers) (2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.6 : (Elective Paper – IV) : Retail Management**

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any 8** sub-questions of the following. **Each** sub-question carries **2** marks.

(8×2=16)

1. a) What is Online Retailing ?
- b) What is an Hyper Market ?
- c) What do you understand by a Reference Group ?
- d) What is Visual Merchandising ?
- e) What is Skimming Pricing ?
- f) What do you mean by Supply Chain Management ?
- g) What do you mean by EDI ?
- h) Give the meaning of Electronic Shelf Label.
- i) Who is Touchy-Feely Shopper ?
- j) What are Mannequins ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

2. Who is a Retailer ? Explain any five functions of a Retailer.
3. Briefly explain the stages of Consumer Decision-Making with an example.
4. Mention the Dimensions of Market Area Analysis.
5. Explain the importance of Store Layout and Visual Merchandising in Retail Management.

P.T.O.



SECTION – C

Answer question no. **10** and **any three** of the remaining questions. **Each** question carries **15** marks. **(4×15=60)**

6. Elaborately explain the different Retail Theories.
 7. Explain the factors influencing Indian Retail Industry.
 8. Explain the factors influencing pricing. Elaborate various pricing methods in the context of retailing.
 9. Bringout the importance of the “Legal Issues” and “Social Aspects” of Retailing.
 10. Explain the factors that influence Customer’s Buying Decisions. Elaborate with suitable examples.
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