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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Freshers + Repeaters)
(2014-15 and Onwards)
RETAIL MANAGEMENT
Paper 6.6 : (Elective Paper – IV)

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any 8** sub-questions from the following. **Each** sub-question carries **2** marks.
(8×2=16)

1. a) What is a "Hyper Market" ?
- b) What is a customer service ?
- c) What is category management ?
- d) Give the meaning of store designing.
- e) Give the meaning of retail marketing mix.
- f) What do you mean by supply chain management ?
- g) What is bar coding ?
- h) What is electronic article surveillance ?
- i) Who is a retail franchiser ?
- j) Who is a Guerrilla shopper ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks. (3×8=24)

2. Briefly explain environmental theory of retailing.
3. Explain the influence of reference group on consumer buying behaviour.
4. What are the advantages of trade area analysis ?
5. Briefly explain social issues in retailing.

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SECTION - C

Answer question no. 10 and any three of the remaining questions. Each question carries 15 marks : (4x15=60)

6. Explain the factors influencing Indian retail industry.
 7. Explain the various steps involved in category management.
 8. What are the important pricing strategies adopted by retail organizations. Explain.
 9. Discuss the advantages and disadvantages of e-tailing.
 10. What is telemarketing ? Discuss the advantages and disadvantages of telemarketing.
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