



UG – 371

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION
Paper – MK-6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

(5×2=10)

1. a) Define consumer behaviour.
- b) What is meant by E-Tailing ?
- c) What is product mix ?
- d) List out any two benefits of electronic shelf labelling.
- e) What is Inventory Management ?
- f) Give the meaning of Human Resource Planning.
- g) What is skimming pricing ?



SECTION – B

Answer **any 3** of the following. **Each** question carries **6** marks.

(3×6=18)

2. Write a short note on store layout.
3. Explain the types of electronic article surveillance in retailing.
4. Explain the stages in Buying Decision Process.
5. Discuss briefly the theories of retailing.
6. Discuss the factors influencing pricing in retail.

P.T.O.



SECTION – C

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

7. Discuss the advantages and disadvantages of e-tailing.
8. Explain the types of retailing stores.
9. Briefly explain the factors influencing consumer behaviour.
10. Explain the principles of supply chain management.
11. Define Retailing. Explain the functions of retailing.

