



NP – 995

31.
VI Semester B.B.A. Examination, June/July 2025
(NEP Scheme) (F+R)

BUSINESS ADMINISTRATION

6.4/6.5 (DSE) – RM2 : Retail Operations Management

Time : 2½ Hours

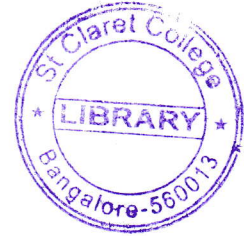
Max. Marks : 60

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

SECTION – A

I. Answer **any 6** sub-questions. **Each** sub-question carries **two** marks. (6×2=12)

- 1) a) Define Retailing.
- b) What is Retail Life Cycle theory ?
- c) What is Business Model in retail aggregators ?
- d) What is Retail Location Strategy ?
- e) Why is location decision important in retail ?
- f) What is Retail Pricing Policy ?
- g) What is Category Definition ?
- h) What is Category Review ?



SECTION – B

II. Answer **any 3** questions. **Each** question carries **four** marks. (3×4=12)

- 2) Explain the significance of logistics management in retailing.
- 3) Describe the Retail Management Decision Process.
- 4) Explain how visual merchandising can influence customers.
- 5) Describe the method of Category Plan Implementation.
- 6) Discuss the advantages of Retail Aggregators Business Model.

P.T.O.



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SECTION – C

III. Answer **any 3** questions. **Each** question carries **twelve** marks. **(3×12=36)**

- 7) Analyze the role of technology in enhancing retail operations.
 - 8) Explain the Theory of Natural Selection in Retailing and its implications.
 - 9) Explain the different types of retail locations and their suitability.
 - 10) Explain the Category Management Business Process in detail.
 - 11) Discuss how retailers can leverage private labels to enhance customer Loyalty and Profitability.
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