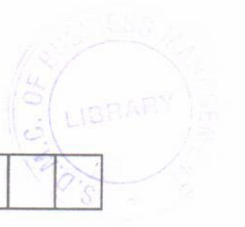


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BBABMEN 505

**V Semester B.B.A. Examination, December 2023/January 2024
(NEP – 2020) (2023 – 24 Batch Onwards)
RETAIL MANAGEMENT – FUNDAMENTALS OF RETAIL MANAGEMENT**

Time : 2 Hours

Max. Marks : 60

SECTION – A

Answer **any five** of the following.

(5×2=10)

1. What is retailing ?
2. Write the meaning of promotion.
3. Write the meaning of inventory management.
4. What is store space planning ?
5. What is mark down pricing ?
6. What is bar coding ?
7. What is meant by supply chain ?

SECTION – B

Answer **any four** of the following.

(4×5=20)

8. Explain the factors influencing the growth of retail business in India.
9. Write a note on merchandise management.
10. What are the steps in retail planning process ?
11. Write a note on FDI in retail marketing.

P.T.O.



12. Explain any two forms of information technology in retailing.
13. Write a note on ethical issues in retailing.
14. Explain the consumers buying decision process.

SECTION – C

Answer **any three** of the following.

(3×10=30)

15. Evaluate the forms of retail ownership.
 16. Explain the various factors influencing pricing decisions in retail industry.
 17. Explain the P.L.C. in retailing.
 18. Evaluate the impact of information technology in retailing.
 19. Evaluate the factors influencing location of store.
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