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BBABMEN 605

VI Semester B.B.A. Degree Examination, June/July 2024

(NEP 2020) (2023-24 Batch Onwards)

RETAIL MANAGEMENT

Retail Operations Management

Time : 2 Hours

Max. Marks : 60

SECTION – A

Answer **any five** of the following. **Each** question carries **2** marks. **(2×5=10)**

1. What is meant by service retailing ?
2. Write any two factors influencing store loyalty.
3. What is private label ?
4. What is international retailing ?
5. What do you mean by merchandise sourcing ?
6. What is category management ?
7. What is meant by retailing ?



SECTION – B

Answer **any four** of the following questions. **Each** question carries **5** marks. **(5×4=20)**

8. Write in brief about economic significance of retailing.
9. Write up different phases of growth of retail market.
10. How to influence customers through visual merchandising ?
11. Explain different types of retail location.

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- 12. What are the different components of category management ?
- 13. Explain the role of merchandiser in retailing.
- 14. What are the components of retail marketing mix ?

SECTION – C

Answer **any three** of the following. **Each** question carries **10** marks. (10×3=30)

- 15. Explain different types of retailers.
- 16. Evaluate different types of customers in retailing.
- 17. Explain the different retail location strategies and techniques.
- 18. Explain the functions of buying for different types of organization.
- 19. Evaluate various means of defining category role in retail operation.

