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BBABMEN 505

**Fifth Semester B.B.A. Degree Examination, December 2024/January 2025
(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 (2 marks **each**) : **(5×2=10)**

1. What is inventory management ?
2. What is meant by customer service ?
3. Write the meaning of consumer co-operatives.
4. What do you mean by store space planning ?
5. What is value based pricing ?
6. What is consumer behaviour ?
7. What is promotion ?



SECTION – B

Answer **any four** of the following questions (5 marks **each**) : **(4×5=20)**

8. Explain the various factors influencing pricing decisions.
9. Explain the stages in buying decision process.
10. Explain the factors affecting the location of retail business decisions.
11. Write a note on human resource management in retailing.
12. What are the steps in retail planning process ?
13. What are the ethical issues in retailing ?
14. Write a short note on store designing.

P.T.O.



SECTION - C

Answer **any three** of the following (10 marks each) : (3×10=30)

- 15. Analyse the functions of retailing.
- 16. Evaluate the forms of retail ownership.
- 17. Identify the approaches to pricing.
- 18. Elucidate the factors influencing the growth of retail industry in India.
- 19. Identify the impact of information technology in retailing.

