



US – 546

VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresh)
(2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – M.K-6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English**.

SECTION – A

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

(5×2=10)

1. a) Give the meaning of electronic retailing.
- b) What do you mean by mark up pricing ?
- c) What do you mean by warehousing ?
- d) What is the meaning of man power planning ?
- e) Mention 4 types of risk.
- f) What do you mean by convenience stores ?
- g) What is Grid layout ?



SECTION – B

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

(3×6=18)

2. Explain the factors influencing location of a store.
3. What is E-tailing ? What are the challenges of electronic retailing ?
4. Explain any six pricing strategies in retail organisation.
5. Explain the ethical and social issues in retailing.
6. What are departmental stores ? Explain the advantages and disadvantages.

SECTION – C

Answer **any 3** of the following. **Each** question carries **14** marks.

(3×14=42)

7. Explain in detail the contents of business plan.
8. What is consumer behaviour ? Explain the factors influencing consumer behaviour.
9. Explain various compensation methods available for retail employees.
10. Explain legal aspects in retailing.
11. Explain retail marketing mix in detail.