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VI Semester B.B.A. Examination, Sept./Oct. 2023

(CBCS Scheme – Freshers and Repeaters)

BUSINESS ADMINISTRATION

Paper – MK 6.6 – Elective (Marketing) : Retail Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) Write the meaning of retailing.
- b) What is departmental store ?
- c) Give the meaning of retail branding.
- d) What is packaging ?
- e) Define CRM.
- f) What is POS ?
- g) Mention any two ethical issues in retailing.



SECTION – B

Answer **any three** of the following. **Each** carries **6** marks : **(3×6=18)**

2. Discuss the functions of retail management.
3. Analyse the role of social media marketing.
4. What are departmental stores ? Explain its advantages and disadvantages.
5. Write a short note on store layout.
6. Explain the factors influencing location of a store.

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64628



SECTION – C

Answer **any three** of the following. **Each** carries **fourteen** marks : (3×14=42)

7. Explain the steps in the retail planning process.
8. Discuss the different pricing strategies.
9. Elaborate the customer relationship management with reference to retail management.
10. Define business plan. Explain in detail the contents of business plan.
11. Discuss the ethical and legal issues in retailing.



(3×6=18)

P.T.O.