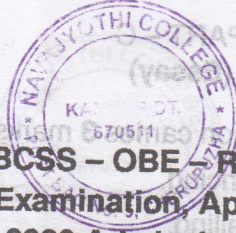




K23U 0432

Reg. No. :

Name :



VI Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2023
(2019 and 2020 Admissions)

DISCIPLINE SPECIFIC ELECTIVE III – MARKETING
6B18BBA : Retail Management

Time : 3 Hours

Max. Marks : 40

PART – A
(Very Short Answer)

Answer all the questions. Each question carries one mark.

(6x1=6)

1. Define Retail Management
2. What is e-tailing ?
3. Define CRM.
4. What is merchandising ?
5. What do you mean by floor space management ?
6. What is Brand Loyalty ?

PART – B
(Short Answer)

Answer any 6 questions. Each question carries 2 marks.

(6x2=12)

7. Differentiate organized retailing and unorganized retailing.
8. Differentiate brand loyalty and store loyalty.
9. What is Visual merchandising ?
10. Write a short note on franchising.
11. What is retail marketing mix ?
12. Write a short note on electronic commerce.
13. Explain buying function in Retail Management.
14. What do you mean by pricing ?

P.T.O.



PART - C
(Essay)

Answer any 4 questions. Each question carries 3 marks.

(4×3=12)

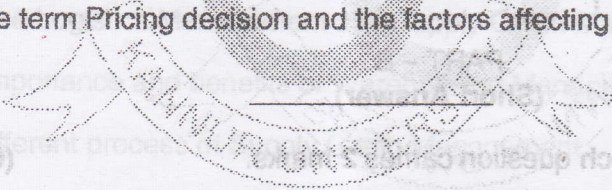
15. Discuss the different types of pricing.
16. Explain the merits of online retailing.
17. Write a note on :
 - a) Store Retailing.
 - b) Non-Store Retailing.
18. "Retailing has large number of opportunities in India." Explain.
19. Write a note on Inventory management.
20. List out the various merits of CRM.

PART - D
(Long Essay)

Answer any 2 questions. Each question carries 5 marks.

(2×5=10)

21. Explain the different types of retailing.
22. What is online retailing ? Explain the features of online retailing.
23. Explain the importance of Advertising in Retail Management.
24. Explain the term Pricing decision and the factors affecting pricing decision.





K22U 0332

Reg. No. :

Name :

**VI Semester B.B.A. Degree (CBCSS – OBE – Regular) Examination, April 2022
(2019 Admission)**

Core Course

Discipline Specific Elective : III. Marketing

6B18BBA : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is Retail ?
2. Define CRM.
3. What do you mean by Merchandising ?
4. What do you mean by Warehouse Stores ?
5. What is E-retailing ?
6. What is retail image mix ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What is space planning in retail ?
8. What is store positioning ?
9. What is mark up pricing ?
10. What is customer service in retail management ?
11. What is floor space management ?

P.T.O.



12. What is store positioning in retail management ?

13. What is store security ?

14. What is retail inventory management ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the types of retail marketing ?

16. What is shrinkage in retail management ?

17. What are 4 basic pricing strategies ?

18. What is a Specialty Stores ?

19. What are the factors influencing the choice of stores location ?

20. What are the types of retail layouts ?

(4×3=12)

PART – D

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

21. What are the different formats of retail store ?

22. What are the basic steps in Retail Inventory Management ?

23. What are the different floor plans and layouts ?

24. What are the different types of pricing models ?

(5×2=10)
