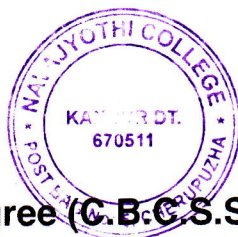


K24U 0173



Reg. No. :

Name :



**Sixth Semester B.B.A. Degree (C.B.C.S.S. – OBE – Regular/
Supplementary/Improvement) Examination, April 2024
(2019 to 2021 Admissions)**

**DISCIPLINE SPECIFIC ELECTIVE : III : MARKETING
6B18BBA : Retail Management**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by merchandising ?
- 2) What do you mean by e-tailing ?
- 3) What is meant by CRM ?
- 4) What is retail inventory ?
- 5) What is meant by franchising ?
- 6) What is meant by customer service ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by retail marketing ?
- 8) What do you mean by mark-up pricing ?
- 9) What is inventory management ?
- 10) What do you mean by brand equity ?
- 11) What is non-store retailing ?
- 12) What is meant by penetration pricing ?
- 13) What is meant by retail store image ?
- 14) What is meant by online retailing ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) What are the stages in buying decision process ?

16) Which are the various stages of retail life cycle ?

17) What are the steps involved in retail planning process ?

18) What are the advantages of branding in retail trade ?

19) State the features of retailing.

20) What are the various disadvantages of franchising ?

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) Discuss about the social and ethical issues in retailing.

22) Discuss about the functions of retailing.

23) State and explain the factors that affect the retail location decisions.

24) Discuss about different types of retailers.

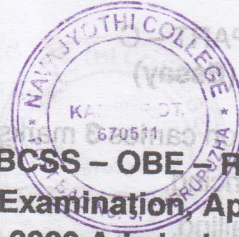
(2×5=10)



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)

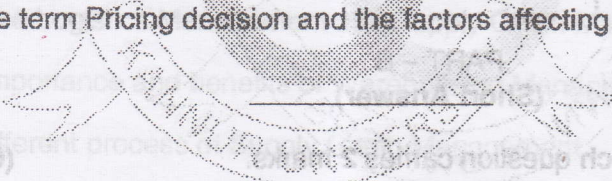
15. Discuss the different types of pricing.
16. Explain the merits of online retailing.
17. Write a note on :
 - a) Store Retailing.
 - b) Non-Store Retailing.
18. "Retailing has large number of opportunities in India." Explain.
19. Write a note on Inventory management.
20. List out the various merits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