



SM – 540

VI Semester B.B.A. Examination, May/June 2018

(CBCS) (F + R)

(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** question carries **2** marks.

(5×2=10)

1. a) What do you mean by Convenience stores ?
- b) Define Consumer Behaviour.
- c) What is Grid layout ?
- d) Expand CDBMS.
- e) What is Product mix ?
- f) What is Barcoding ?
- g) What is the meaning of Human Resource Planning ?

SECTION – B

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

(3×6=18)

2. Briefly explain factors affecting Retail Industry.
3. Explain the factors influencing location of a store.
4. Briefly explain the types of customers.
5. Explain the social issues in Retailing.
6. What are the objectives of supply Chain Management ?

P.T.O.



SECTION – C

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

7. Define Retailing. Explain the functions of Retailing.
8. What is Consumer Behaviour ? Explain the factors influencing Consumer behaviour.
9. Explain the factors influencing the location of a new retail outlet.
10. Explain Retail Marketing Mix in detail.
11. Explain legal aspects in Retailing.