

(6 pages)

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B.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration — Major Elective

RETAIL MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions

Choose the correct answer :

1. Retailing means sale of goods or commodities in \_\_\_\_\_ quantities directly to consumers.  
(a) Micro (b) Bulk  
(c) Small (d) Wholesale
2. In retailing there is a direct interaction with \_\_\_\_\_  
(a) Producer (b) customer  
(c) wholesaler (d) all of these

3. A retailer's \_\_\_\_\_ is the key to its ability to attract customers.
- (a) location (b) pricing system  
(c) promotion system (d) Store personnel
4. \_\_\_\_\_ is very important for retail store
- (a) product (b) site  
(c) transportation (d) machine
5. A proper layout of a store increases \_\_\_\_\_
- (a) product (b) efficiency  
(c) transportation (d) machine
6. Visual merchandising and store design plays important role in \_\_\_\_\_
- (a) Store advertising (b) marketing  
(c) Store layout (d) Store interiors
7. In the today's competition worlds every organization want give proper service to the customers with the help of \_\_\_\_\_
- (a) Supply chain management  
(b) Retail Management  
(c) Sales management  
(d) None of these

8. CPFR stands for
- (a) Collection, Planning, Forecasting and Replenishment
  - (b) Collaborative, Planning, Forecasting and Replenishment
  - (c) Collaborative, Planning, Forecasting and Retail
  - (d) Coordinating, Planning, Forecasting and Replenishment
9. Which element of promotional mix is preferable if the marketer wants to get immediate feedback?
- (a) sales promotion
  - (b) public relations
  - (c) personal selling
  - (d) direct marketing
10. Internet marketing and telemarketing are the recent trends in \_\_\_\_\_ business.
- (a) retail
  - (b) wholesale
  - (c) conventional
  - (d) manufacturing

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) State the scope of retailing.
- Or
- (b) Differentiate between organized and unorganized retailing.
12. (a) How can a retailer find an optimum location?
- Or
- (b) Discuss some benefits of urban location.
13. (a) Explain types of retail Layout.
- Or
- (b) Describe the elements of Visual merchandising.
14. (a) Bring out the Components of Retail Supply Chain Management.
- Or
- (b) Discuss the importance of retail logistics.

15. (a) Write a comprehensive note of Retail promotion strategies.

Or

- (b) Explain about emerging trends in retailing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 600 words.

16. (a) Discuss the functions of retailing.

Or

- (b) Explain retail as a career.

17. (a) Explain the process of strategic retail planning.

Or

- (b) Define retail location. Explain types of location.

18. (a) Discuss the principles of Visual merchandising.

Or

- (b) Explain the pricing strategies of retailers.

19. (a) Evaluate the Supply chain Management in retail sector.

Or

(b) Discuss the Process of CPFR.

20. (a) Explain retail promotion mix strategy.

Or

(b) Discuss the advantages and disadvantages of online retailing.

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