Reg. No. : ...............................

Name : ...............................

V Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – Reg./Sup./Imp.)
Examination, November 2020
(2014 Admn. Onwards)
Core Course
5B15 BBA/BBA (RTM) : RETAIL MANAGEMENT

Time : 3 Hours                                                        Max. Marks : 40

## SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. Where does the word retail come from ?

2. Who is a retailer ?

3. What is budgeting ?

4. Which is the largest retail store in the world ?                (4×½=2)

## SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What do you mean by non-store based retailing ?

6. What is merchandising ?

7. What is ABC analysis ?

8. What is planogram ?

9. What is price skimming ?

10. What is promotional mix ?                                        (4×1=4)

SECTION – C

Answer **any six** questions (not exceeding **one** page). **Each** question carries
3 marks.

11. What are the functions of a retailer ?

12. What are the different steps in merchandise planning ?

13. Discuss in detail about different types of retail store layout.

14. Discuss the internal factors influencing the retail pricing.

15. Explain the benefits of advertising.

16. Discuss the role of human resource management in retailing.

17. Explain in detail the wheel of retailing.

18. What are the growth factors of retailing in India ?                    (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries 8 marks.

19. Write an essay on the factors influencing the buying behaviour of retail
    consumers.

20. Explain retailing with its scope and importance and functions.

21. Define CRM and explain the steps involved in the CRM process.        (2×8=16)

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