



K25U 0273

Reg. No. : .....

Name : .....

VI Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, April 2025  
(2019 to 2022 Admissions)

Discipline Specific Elective – III : Marketing  
6B18BBA : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Very Short Answer

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

1. Define visual merchandising.
2. What is retailing ?
3. What do you mean by Channel Power ?
4. Define competitive positioning in retailing.
5. Define store layout.
6. What is geographic pricing ?

(6×1=6)

PART – B

Short Answer

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

7. Explain the difference between a retailer and a distributor.
8. What is the significance of inventory management in retail ?
9. Define retail marketing and explain its importance.

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10. What do you mean by the retailing image mix ?
11. What are the key objectives of floor space management in retail ?
12. How does pricing strategy affect retail success ?
13. What is grading and clustering in retailing ?
14. Differentiate between centralized and decentralized buying. (6×2=12)

**PART – C**  
**Essay**

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

15. What are the key factors behind the growth of online retailing in India ?
16. Describe the major responsibilities of a store manager.
17. Explain the importance of receipts in retail transactions.
18. What are the major elements to consider while designing a retail store ?
19. Explain different promotional strategies used in retailing.
20. Define merchandise pricing and explain its significance in retail. (4×3=12)

**PART – D**  
**Long Essay**

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

21. Discuss the impact of technological advancements on retailing in India.
  22. Compare different inventory management techniques used in retail.
  23. What are the key elements of retail store operations ? Explain their significance.
  24. Explain the buying function in retail merchandising and its significance. (2×5=10)
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