

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 6th Semester
(2055)**

RETAIL MANAGEMENT

Paper : BBA 326

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **four** short questions out of the **six** from
Section—A. Attempt **two** questions each from
Sections—B & C respectively.

SECTION—A

1. What is retail and what is the significance of retail as an industry ?
2. Critically evaluate any two theories of retail management.
3. Discuss some benefits of rural location over urban.
4. Explain the term "Potential customer".
5. Write a note on art of managing a retail store.
6. What do you mean by material handling ? 4×5=20

SECTION—B

1. Keeping in mind the developments happening in the Indian retail scene, what is the need of the hour for Indian retailers ?
2. How can research aid the retail in building a competitive advantage ?
3. Is the store located in an area where the population is most appropriate, given its target market and product mix suitable ? Discuss.
4. What do you mean by trading area ? How a trading area can be analyzed ? What factors must be considered while analyzing a trading area ? $2 \times 15 = 30$

SECTION—C

1. What do you mean by Customer Relationship Management ? Explain the GAPS model for improving retail service quality.
2. Critically explain the changing role of personal selling.
3. "Setting the retail price of merchandise is a complicated, but the most important aspect of managerial decision making. Explain.
4. What are the different tasks that need to be performed in a retail store from an operational perspective ? $2 \times 15 = 30$