

(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
(2056)**

RETAIL MANAGEMENT

Paper : BBA 326

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any four questions out of six questions from Section A. Each carries 5 Marks × 4 Questions = 20 Marks. Attempt any 2 questions each from Section B & C. Each carries 15 Marks × 4 Questions = 60 Marks:

SECTION-A

1. Define retailing and outline its key characteristics.
2. List and explain the main types of store-based strategy mix in retailing.
3. Define trading-area analysis and its importance in store location.
4. Explain how retailers evaluate potential sites.
5. Explain floor space management techniques.
6. Describe the key responsibilities of a retail store manager.

SECTION-B

7. Discuss the transformation in Indian retailing due to evolving formats, highlighting the role of ownership types, strategy mix, and non-traditional approaches.
8. Compare various retail formats including web-based, non-store-based, and non-traditional retailing, evaluating their pros and cons.
9. Elaborate on site selection process, types of locations, and methods for location and site evaluation in retailing.
10. Discuss trading-area analysis, characteristics of trading areas, and their role in choosing a store location, with examples.

SECTION-C

11. Elaborate on store positioning and CRM strategies, explaining their impact on retail success with examples.
12. Analyze the concepts of markup and markdown in merchandise management, including their calculation methods and strategic uses.
13. Discuss the concept of merchandise pricing, including pricing objectives and external factors affecting retail price strategy.
14. Analyze the role of a store manager, along with strategies for management of retail outlet, store maintenance, and store security.