

(6 pages)

Reg. No. :

Code No. : 20728 E Sub. Code : CEBA 51

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Fifth Semester

Business Administration

Major Elective – RETAIL MANAGEMENT

(For those who joined in July 2021 & 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the primary purpose of visual merchandising in retail?
 - (a) To manage inventory effectively
 - (b) To set competitive prices
 - (c) To analyze customer behavior
 - (d) To display products attractively

2. Which of the following is an example of a sales promotion?

- (a) Creating a brand awareness campaign
- (b) Sponsoring a local community event
- (c) A discount on a seasonal product
- (d) A loyalty program offering points for purchases

3. What can effective retail management lead to?

- (a) Increased market share and improved customer service
- (b) Higher prices for all products
- (c) Less focus on customer satisfaction
- (d) Reduced product variety

4. Which of the following components is NOT part of retail planning?

- (a) Merchandise planning
- (b) Assortment planning
- (c) Customer feedback analysis
- (d) Inventory management

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5. Sales forecasting is essential for which of the following?
 - (a) Creating advertising budgets
 - (b) Determining employee salaries
 - (c) Selecting store locations
 - (d) Estimating future sales based on historical data
6. What type of retail layout encourages exploration and offers a more organic flow?
 - (a) Racetrack Layout (b) Grid Layout
 - (c) Free-Form Layout (d) Linear Layout
7. Why is Customer Relationship Management (CRM) important in retail?
 - (a) It is used to manage employee relations
 - (b) It focuses only on increasing sales volume
 - (c) It helps in building and maintaining relationships with customers
 - (d) It eliminates the need for marketing
8. What is the primary focus of retail management?
 - (a) Conducting market research exclusively
 - (b) Manufacturing products for consumers
 - (c) Overseeing the sale of goods and services from a fixed location
 - (d) Managing supply chain logistics

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9. Why is accurate sales forecasting important for retailers?
 - (a) It is essential for effective merchandise planning and inventory management
 - (b) It influences employee hiring decisions
 - (c) It determines the store's opening hours
 - (d) It helps in reducing product prices
10. Which of the following best describes the relationship between retail planning and market demands?
 - (a) Retail planning is only concerned with financial goals
 - (b) Retail planning focuses solely on internal operations
 - (c) Retail planning is unrelated to market demands
 - (d) Retail planning helps align retailer objectives with market demands

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) List the functions of Retailing.

Or

- (b) What is the role of retail industry in India?

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12. (a) Write a note on Retail Planning.

Or

- (b) Mention importance of Retail Planning.

13. (a) What is a store design?

Or

- (b) What are the four types of store layout?

14. (a) Write a note on Supply chain management.

Or

- (b) What are the processes of retail logistics?

15. (a) What is meant by online retailing?

Or

- (b) List the elements of Retail Promotion Mix Strategy.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the types of Retailing.

Or

- (b) Explain the segments of Organized Retail Sector in India.

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17. (a) Explain the various steps for effective Retail Planning Process.

Or

- (b) Explain the site selection analysis in Retail.

18. (a) Explain the four elements of visual merchandising.

Or

- (b) Explain the Pricing Strategies in Retailing.

19. (a) Explain the Principles of Supply Chain Management.

Or

- (b) Discuss CPFR and its benefits.

20. (a) Explain the emerging trends in retailing.

Or

- (b) Discuss Retail Promotion and its Type.

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