

(6 Pages)

Reg. No. :

Code No. : 20543 E Sub. Code : SMBA 61

B.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2022

Sixth Semester

Business Administration — Core

RETAIL MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The word retail is derived from the _____ word.
(a) Latin (b) French
(c) German (d) English
2. _____ means reduction in the prices of the product.
(a) Markdown (b) Selling price
(c) Fixed cost (d) Retailing

3. The stores which does not need prime location
(a) Chain stores
(b) Departmental stores
(c) Super markers
(d) Direct selling
4. Retail format can be classified into _____ categories.
(a) One (b) Two
(c) Three (d) Four
5. _____ helps to promote brands.
(a) Website (b) Social networking
(c) Ambience (d) Labeling
6. This market does need parking facilities
(a) Chain stores (b) Super market
(c) Personal market (d) Direct selling
7. A multi channel retailer sells merchandise
(a) Over the telephone
(b) Through personal selling and retail store only
(c) Over the internet
(d) Through more than one channel

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8. _____ go a long way in creating brand awareness and promoting a particular brand.

- (a) Merchandising (b) Signboard
(c) Location (d) Layout

9. Management is what a manager does by

- (a) None of these (b) Henry Fayol
(c) F.W. Taylor (d) Dinker pagare

10. What is the term used if management wants to audit the key management function like sales force?

- (a) Vertical audit (b) Horizontal audit
(c) External audit (d) None of above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the challenges and opportunities in retailing.

Or

(b) Compare and contrast between retail and wholesale.

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12. (a) Explain the different types of organized retail format with suitable example.

Or

(b) Describe the advantages of non-store retail.

13. (a) How retail location is chosen in retailing? Give the choice of selecting location in retailing.

Or

(b) List out the methods of positioning a retail shop.

14. (a) Bring down the various types of store layouts and designs in retailing.

Or

(b) Briefly explain about the key elements of visual merchandising.

15. (a) Explain the role of information technology in creating new business opportunities in retail.

Or

(b) Distinguish between traditional and cyber retailing.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elucidate the major forces driving change in retailing.

Or

- (b) Examine the implications of government of India policies on retail trade.

17. (a) Explain the characteristics of each retail formats in detail.

Or

- (b) Elaborate the recent trends in retail formats and explain their implications on retail trade.

18. (a) Explain the factors influencing the selection of retail location.

Or

- (b) How to select location in rural area? Explain.

19. (a) Explain the characteristics of a good signage.

Or

- (b) Explain the essentials of successful visual merchandising.

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20. (a) "Retailers in India are facing number of opportunities" – Elucidate.

Or

- (b) Explain the need for internet in retailing.

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