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Reg. No. :

Code No. : 12477 E Sub. Code : SMBA 61

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

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 by choosing correct answer.

1. Retail location, design and layout refers to
 - (a) Presentation (b) Promotion
 - (c) Place (d) Location

2. Retail business transactions without merchandise refers to
 - (a) Personal services (b) Rented services
 - (c) Owned services (d) Paid services

3. Retailing creates _____ utility.
- (a) Form (b) Place
(c) Time (d) Convenience
4. Retail unit owned and controlled by consumer is called
- (a) Hire Purchase (b) Instalment business
(c) Cooperatives (d) Franchise
5. Goods that carry low unit price and purchased frequently is called
- (a) Convenience (b) Unsought
(c) Shopping (d) Speciality
6. Departmental stores requires a _____ location.
- (a) Central business (b) Rural
(c) Strip centres (d) Urban
7. Visual communication includes
- (a) Fixture selection (b) Ambience
(c) Space allocation (d) Signage

8. Interior atmospheric don't include
- (a) Parking facilities (b) Flooring
- (c) Lighting (d) Signage
9. Pureplay e retailers has no _____ outlet.
- (a) Multiple (b) Chain
- (c) Physical (d) Departmental
10. Shopping on net ensures _____ information.
- (a) Delayed (b) False
- (c) True (d) Instantaneous

PART B — ($5 \times 5 = 25$ marks)

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

Answer should not exceed 250 words.

11. (a) Brief the qualities of retailing.

Or

- (b) List the challenge in retail development.

12. (a) Narrate the merits and limits of 'Departmental Stores'.

Or

- (b) What prerequisites are needed for the success of mail order business?

13. (a) Why rural locations are not preferred?

Or

- (b) Brief the types of location sites.

14. (a) Spell out the factors considered in effective display.

Or

- (b) Brief the types of signage.

15. (a) How do retail open up management avenues?

Or

- (b) Brief the use of internet retailing.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Discuss the growth drives of organized retailing in India.

Or

- (b) Illustrate the types of opportunities for retailing.

17. (a) Detail the type of retailers based on operational structure.

Or

- (b) Explain the features of super market and its merits and limits.

18. (a) Discuss the factors determining the location.

Or

- (b) Evaluate the merits and limits in Urban Location.

19. (a) Specify the essentials of a successful visual merchandising.

Or

- (b) Illustrate the steps in designing a layout.

20. (a) Illustrate how retail sales create entrepreneurial opportunities.

Or

- (b) Distinguish the features of 'traditional' and 'cyber' retailing.
