

Code No. : 10421 E Sub. Code : AEBA 51

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

Fifth Semester

Business Administration

Major Elective – RETAIL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is the sum of all activities associated with selling services or goods directly to final customers for non-business personal use.
- (a) Retailing (b) Wholeselling
(c) Logistics (d) None of the above

7. Supply chain management includes _____.
(a) Transportation (b) Distribution
(c) Material handling (d) All the above
8. _____ is a set of actions taken by supply chain partners to plan and communicate tasks to meet customer demand while reducing cost.
(a) Collection, Planning, Forecasting and Replenishment
(b) Collaborative, Planning, Forecasting and Replenishment
(c) Collaborative, Planning, Forecasting and Retail
(d) Coordinative, Planning, Forecasting and Replenishment
9. _____ is important to increase the sales of a retail store.
(a) Promotion (b) Channels
(c) Transportation (d) Machine
10. Any non-paid communication to promote an organization or its products and services in public media is _____.
(a) Sales Promotion (b) Publicity
(c) Advertising (d) Public Relations

2. The large stores which sell different types of products under one roof in different departments is _____.
(a) Direct selling (b) Super market
(c) Chain store (d) Departmental store
3. A retailer's _____ is the key to its ability to attract customers.
(a) Location (b) Promotion system
(c) Pricing system (d) Store personnel
4. Supermarket is a kind of _____.
(a) Wholesale (b) Distributor
(c) Dealer (d) Retail store
5. For _____ retailers a store's physical layout is an important in creating a retail experience.
(a) Store Based (b) Non-store based
(c) Public based (d) Private based
6. _____ refers to the design on an environment through visual communication, lights, colour, scent, etc.,
(a) Theme
(b) Visual merchandising
(c) Planograms
(d) Atmospherics

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the functions of retailer.
Or
(b) What are the problems of organized retailing in India?
12. (a) Explain the process of strategic retail planning.
Or
(b) Discuss about the site selection analysis.
13. (a) What are the influencing factors to retail store layout?
Or
(b) Write short note on visual merchandising.
14. (a) Narrate the objectives of Supply chain Management.
Or
(b) Bring out the disadvantages of CPFR.

15. (a) Explain the functions of retail logistics.

Or

(b) Write a comprehensive note on Retail promotion strategies.

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 Indian organize retail market.

Or

(b) Discuss the types of retailing format.

17. (a) Explain the factors influencing retail choice of location.

Or

(b) Discuss the advantages and disadvantages of urban location.

18. (a) Explain the tools used in visual merchandising.

Or

(b) Discuss the principles of logistics in retail.

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19. (a) Describe the factors affecting a retail supply chain.

Or

(b) Explain the process of CPFR.

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

Or

(b) Discuss the advantages and disadvantages of online retailing.

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