

Reg. No.

--	--	--	--	--	--	--	--	--



BASBMO 282

**Choice Based Credit System IV Semester B.A.
Examination, September 2022
(2019-20 Batch Onwards)
BUSINESS MANAGEMENT (Open Elective)
Retail Management**

Time : 2 Hours

Max. Marks : 40

- Instructions :** 1) Section – **A** : Answer **all** questions, **1** mark for **each** question.
2) Section – **B** : Answer **any 3** questions out of 5. **Each** question carries **5** marks.
3) Section – **C** : Answer **any 2** out of 3 questions. **Each** question carries **10** marks.

SECTION – A

- | | |
|--|---|
| 1. Define retailing. | 1 |
| 2. What is non-store retailing ? | 1 |
| 3. What is franchise ? | 1 |
| 4. What is promotion mix ? | 1 |
| 5. Mention the elements of retail marketing mix. | 1 |

SECTION – B

- | | |
|--|---|
| 6. Briefly explain the characteristics of retailing. | 5 |
| 7. What is sales promotion ? State its objectives. | 5 |
| 8. Explain the types of store retailing. | 5 |
| 9. Explain the process of e-retailing. | 5 |
| 10. Briefly explain the retail marketing mix. | 5 |

SECTION – C

- | | |
|--|----|
| 11. Briefly explain the factors behind the change of Indian Retail Industry. | 10 |
| 12. What is retailing ? Explain its functions. | 10 |
| 13. What is e-retailing ? Explain its merits and demerits. | 10 |