

Reg. No.

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



BASBMEN 201

**II Semester Open Elective (NEP – 2020) Degree Examination, September 2022
(2021 – 22 Batch Onwards)
BUSINESS MANAGEMENT
Retail Management**

Time : 2 Hours

Max. Marks : 60

I. Answer **any five** questions in **2-3** sentences **each**. **(2×5=10)**

- 1) What is E-retailing ? **2**
- 2) State four features of advertisement. **2**
- 3) What is non-store retailing ? **2**
- 4) What is sale promotion ? **2**
- 5) What is B2C-E retailing ? **2**
- 6) State any four advantages of E-retailing to consumers. **2**
- 7) Give the meaning of Franchise. **2**

II. Answer **any four** questions in **10-12** sentences **each**. **(5×4=20)**

- 8) Briefly explain the characteristics of retailing. **5**
- 9) Explain the types of non-store retailing. **5**
- 10) What are the advantages of information technology ? **5**
- 11) State the importance of marketing in retailing. **5**

P.T.O.



- | | |
|---|---|
| 12) Explain the retail manager skill. | 5 |
| 13) Explain the concept of store based ownership retailing. | 5 |
| 14) Explain the role of information technology in business. | 5 |

III. Answer **any three** in **20-25** sentences **each**. **(10×3=30)**

- | | |
|---|----|
| 15) Discuss the emerging trends in retailing. | 10 |
| 16) Explain the types of retail stores. | 10 |
| 17) Explain the elements of retail marketing mix. | 10 |
| 18) Explain the functions of retailing. | 10 |
| 19) Explain the types of sales promotion. | 10 |
-