

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**

**COURSE CODE: 19BA/MC/RM34**

**B.B.A DEGREE EXAMINATION – NOVEMBER 2021**

**BUSINESS ADMINISTRATION**

**COURSE : MAJOR – CORE**

**PAPER : RETAIL MARKETING**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(7 x 4 = 28)**

1. What is called assortment in retailing?
2. Outline the Space Management in retail store
3. Explain online retailing.
4. What are convenience stores?
5. Define private label.
6. What are the E-tailing transaction subcategories?
7. List out the Components of Retail Store Design

**SECTION – B**

**Answer any TWO questions:**

**(2 x 16 = 32)**

8. (a) Determine Store Layout and its types (8 Marks)  
(b) What are the factors Affecting Retail Location Decisions (8 Marks)
9. (a) Interpret the role of Rural retailing in India (8 Marks)  
(b) Appraise the Challenges in Indian Rural market (8 Marks)
10. (a) What are the advantages & disadvantages of E-Tailings (8 Marks)  
(b) Discuss the reasons and benefits of Going Global Market (8 Marks)

**SECTION – C**

**Answer any ONE question:**

**(1 x 40 = 40)**

11. (a) Who is a Merchandiser. What are his responsibilities (10 Marks)  
(b) Enumerate the methods of planning and calculating inventory levels? (10 Marks)  
(c) Explain the Process involved in Category Management (10 Marks)  
(d) Describe the factors to be considered to have a retail pricing decisions (10 Marks)
12. (a) Identify the nature of Retailing (10 Marks)  
(b) Analyze the Formats of Retailing (10 Marks)  
(c) Explain the theories of Retailing (10 Marks)  
(d) Discuss the Opportunities for Retail Business in India (10 Marks)

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