

SUBJECT CODE: 19BA/MC/RM34

B.B.A. DEGREE EXAMINATION NOVEMBER 2022
BUSINESS ADMINISTRATION
THIRD SEMESTER

COURSE : MAJOR – CORE
PAPER : RETAIL MARKETING
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define retailing.
2. Mention the different formats in retailing.
3. What are the types of retail stores?
4. What do you know about store lay-out?
5. Write a short note on visual merchandising.
6. What is category management?
7. Write briefly on e-retailing.
8. List out the famous e-tailers operating in India.
9. Briefly comment on rural retailing.
10. How does rural retailing benefits our nation?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Explain the functions of retailing in detail
12. Discuss the growing importance of retail marketing in India
13. Discuss any two retailing theories at length
14. Enumerate the factors affecting the retail location
15. Elucidate on the reasons influencing pricing strategies in retailing
16. Describe the merits and de-merits of e-tailing
17. Write a detailed note on the Indian rural market

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Elaborate on the history and evolution of retailing sector
19. Discuss the current growth and trends of retail industry in the country
20. Describe the reasons and benefits of going global and also write about market entry methods
21. Discuss in detail the challenges and future of Indian rural retailing
