

Total No. of Questions—6]

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[5162]-511

B.B.A. (Fifth Semester) EXAMINATION, 2017

516-B : MARKETING : RETAIL MANAGEMENT (Specialisation-II)
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Question No. 6 is compulsory.

(ii) Attempt any 4 from remaining.

(iii) Figures to the right indicate full marks.

1. Define Retailing. Explain drivers of retail change in India. [15]
2. Define the term retail location. Explain the factors to be considered in retail location. [15]
3. Define concept of merchandise planning. Explain in detail the process of merchandise planning. [15]
4. Explain the brief below mentioned retail strategies : [15]
 - (a) Expansion strategy
 - (b) Pricing strategy
 - (c) Differentiation strategy.

P.T.O.

5. Discuss Indian Malls Vs. Western Countries Malls. [15]

6. Write short notes on (any *four*) : [5×4]

(a) Automatic Vending Machines (AVM)

(b) Store facade

(c) Growth strategy

(d) Bar coding

(e) RFID

(f) Promotion mix in retailing

(g) Visual merchandising.