

(i) Printed Pages : 2 Roll No. ....

(ii) Questions : 14 Sub. Code : 

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Exam. Code : 

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**Bachelor of Business Administration 6<sup>th</sup> Semester**

**(2053)**

**RETAIL MANAGEMENT**

**Paper : BBA-326**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt *four* short answer type questions from Section-A.  
Attempt *two* questions each from Sections B & C  
respectively.

**SECTION—A (Marks : 4×5)**

Attempt any **FOUR** questions :—

1. Write a note on chain retailers.
2. Explain 5S model of store management.
3. Discuss the responsibilities of retail store manager.
4. Explain the guidelines for a good store design.
5. What is Trading Area Analysis ?
6. Highlight the advantages of super markets.

### **SECTION—B (Marks : 15×2)**

1. Critically evaluate the theories of retail development.
2. What do you mean by effective retail space utilisation ? Discuss the various steps to be taken for an effective retail space utilisation. Discuss the advantages associated with it.
3. Highlight the important factors that lead to the growth of retailing in India.
4. Discuss the various factors affecting the decision for site selection.

### **SECTION—C (Marks : 15×2)**

1. Discuss the various elements involved in retail marketing.
2. What is CRM ? Explain the GAPS model for improving retail service quality.
3. What is the role of pricing in retail ? Explain the various factors affecting pricing decisions of retailers.
4. Define retail operations management. Discuss the activities involved to manage the retail stores.