

Roll No.

Total Pages : 3

14618

BBA/D-15

Principles of retailing

PAPER: BBA-302

Time: Three Hours

[Maximum Marks:

Regular: 80

Reappear: 90

Note: Attempt five questions in all. Question no.1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Write short notes on the following:

- (a) Types of store locations.
 - (b) Classification of retailers
 - (c) Impact of high real estate costs in Indian retail industry
 - (d) Width and depth of assortment.
 - (e) Elements of retail price.
 - (f) Non-store retailing
2. Describe the social, cultural and economic impact of retail developments in India.
 3. Discuss the steps involved in the consumer buying process. Does this process vary for convenience products and high involvement products?
 4. Discuss the importance of merchandise planning. How would it differ for a lifestyle retailer as compared to grocery retailer?
 5. What competencies are required in management, supervisory and operational staff in different departments?
 6. What do you mean by visual merchandising? What tools are used for visual merchandising?
 7. What loyalty programs can be conducted to improve service? How customer service of a large national retailer is different from local department store?
 8. What factors influence the use of technology in retail? Discuss some technological innovations in Indian retail sector.

