

B.B.A. (CBCS Pattern) Semester-V  
**UCB5E05 - Retail Sales Management-I**

P. Pages : 1

Time : Three Hours



**GUG/W/24/13031**

Max. Marks : 80

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- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Discuss the classification of the retail sector. 8  
b) State the Growth of retail in India. 8

**OR**

- c) What is retail? What are the reasons for changing retail landscape. 16
2. a) Describe the classification of retail store and franchising. 8  
b) State the concepts of super markets, specialty stores and malls. 8

**OR**

- c) Explain the retail life cycle and the phases of growth of Retail markets. 16
3. a) Explain the Importance of consumer decision making process. 8  
b) State the procedure for market research for understanding retail markets. 8

**OR**

- c) Explain in detail market Research-A tool for understanding retail market & consumer. 16
4. a) Write the importance of store location. 8  
b) State the function of merchandising manager. 8

**OR**

- c) Discuss the trend in retail property development in India. 16
5. Write short answers.
- a) Super Markets. 4  
b) Functions of Buyer. 4  
c) Self Service Stores. 4  
d) Road Blocks to Retail Development. 4

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