

B.B.A. (CBCS Pattern) Semester-VI  
**UCB6E04 - Retail Sales Management-II**

P. Pages : 1

Time : Three Hours



**GUG/W/24/13378**

Max. Marks : 80

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

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|-----------|----|--|-----------|
| <b>1.</b> | a) | Explain the importance of private Label Brands.  | <b>8</b>  |
|           | b) | Explain the advantages and disadvantages of Branding.  | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | Write the meaning of merchandising buying. Discuss the steps and functions of merchandising buying.  | <b>16</b> |
|           |    |  |           |
| <b>2.</b> | a) | Describe various approaches to a pricing strategy.   | <b>8</b>  |
|           | b) | Explain the Concept of merchandise allocation.   | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | State the details comparison between marks up and marks down.  | <b>16</b> |
|           |    |  |           |
| <b>3.</b> | a) | Explain the merits and demerits of customer services.  | <b>8</b>  |
|           | b) | Discuss the store administration and management of the premises.                                     | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | Write meaning, components and importance of retail operations.                                       | <b>16</b> |
|           |    |  |           |
| <b>4.</b> | a) | State the importance and objectives of store design.   | <b>8</b>  |
|           | b) | Explain in details the concept of Integrated Marketing Communication.                                | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | Write the meaning and definition of retail marketing mix. Discuss the stages n-retail marketing mix. | <b>16</b> |
|           |    |  |           |
| <b>5.</b> |    | Write short note.  |           |
|           | a) | Category Management.   | <b>4</b>  |
|           | b) | Gross Margin Return on investment.   | <b>4</b>  |
|           | c) | Alliances and Partnership.   | <b>4</b>  |
|           | d) | Visual Merchandising.  | <b>4</b>  |

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