

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

P. Pages : 1

Time : Three Hours



GUG/S/23/13031

Max. Marks : 80

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

1. a) Explain the road blocks to retail development. 8
b) Discuss the growth of retail in India. 8

OR

- c) What is retail? What are the reasons for changing retail landscape? 16
2. a) State the concept of Mall and Supermarkets? 8
b) Explain social development and its impact on retail formats. 8

OR

- c) What is Franchising? What are the types of Franchising? 16
3. a) Explain “Market Research – a tool for understanding retail market and consumer”. 8
b) What are the steps in consumer decision making process? 8

OR

- c) Write a note on factors influencing retail shoppers. 16
4. a) Discuss the steps involved in selecting a retail location. 8
b) State the functions of merchandising manager. 8

OR

- c) Discuss the importance of store location. What are the types of store location. 16
5. Write short note.
a) Functions of Retailer. 4
b) Speciality stores. 4
c) Retail consumers. 4
d) Functions of Buyer. 4
