

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

P. Pages : 1

Time : Three Hours



GUG/S/23/13378

Max. Marks : 80

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

1. a) Explain the difference between licensed Brands and Private Label Brand. 8
- b) Steps in merchandising buying. 8

OR

- c) Write the meaning of merchandising buying. Discuss the steps and functions of merchandising buying. 16
2. a) Explain concepts comparison of Marks ups and Marks down in details. 8
- b) What is gross margin return on investment. 8

OR

- c) Explain the various approaches to a pricing strategy and adjustment to retail price. 16
3. a) Explain in details about customer services. 8
- b) Discuss management inventory & display. 8

OR

- c) Write meaning, components and importance of retail operations. 16
4. a) State the Retail communication Mix & POP. Displays. 8
- b) Explain the concept and scope of integrated marketing communications. 8

OR

- c) Describe visual merchandising and retail store design and store layout. 16
5. Write a short note on:
 - a) Manufactures Brands. 4
 - b) Pricing strategies. 4
 - c) Store Administration & Management of the premises. 4
 - d) Store layouts. 4
