

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

P. Pages : 1

Time : Three Hours



**GUG/W/22/13378**

Max. Marks : 80

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

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|----|----|---------------------------------------------------------------------------------------------------|----|
| 1. | a) | What do you mean by Category Management.                                                          | 8  |
|    | b) | Explain the objective of Licensed Brand.                                                          | 8  |
|    |    | <b>OR</b>                                                                                         |    |
|    | c) | What is Merchandising Buying Explain it's steps.                                                  | 16 |
| 2. | a) | Explain the relationship between consumer and retail pricing?                                     | 8  |
|    | b) | Describe the various pricing objectives?                                                          | 8  |
|    |    | <b>OR</b>                                                                                         |    |
|    | c) | What do you mean by the term retail pricing?<br>How elasticity of demand can be calculated?       | 16 |
| 3. | a) | Discuss few elements of retail store operations?                                                  | 8  |
|    | b) | Explain the concept of store administration and management.                                       | 8  |
|    |    | <b>OR</b>                                                                                         |    |
|    | c) | Discuss the duties and responsibilities of a retail store manager in the today's competitive era? | 16 |
| 4. | a) | Explain the essence of retail communication mix in a retailing firm?                              | 8  |
|    | b) | Explain the concept of integrated marketing communication.                                        | 8  |
|    |    | <b>OR</b>                                                                                         |    |
|    | c) | Explain retail store design state importance of store design.                                     | 16 |
| 5. |    | Write in short answer.                                                                            |    |
|    | a) | What do you mean by brand buying?                                                                 | 4  |
|    | b) | Give the concept of retail price?                                                                 | 4  |
|    | c) | What do you mean by management of store primes?                                                   | 4  |
|    | d) | Why recall is must in a communication campaign.                                                   | 4  |

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