

B.B.A. (CBCS Pattern) Sem-V
UCB5E05 : Retail Sales Management-I

P. Pages : 1

Time : Three Hours



GUG/W/22/13031

Max. Marks : 80

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

1. a) What is Retail? State the functions of retailer. 8
b) Give the reason for the changing retail landscape 8
- OR**
- c) Explain the growth of Retail in India and classified Retail sector. 16
2. a) Narrate the evolution of retail formats 8
b) Explain the nature of self service. 8
- OR**
- c) Write the phases of growth of Retail markets. 16
3. a) State the factors influencing on Retail shoppers. 8
b) Explain the decision making process of consumer 8
- OR**
- c) Explain the tool of market research for understanding Retail market 16
4. a) Write the importance of store location 8
b) Explain the types of location. 8
- OR**
- c) Discuss the trends in Retail property development in India. 16
5. Write in short
- a) Road blocks to Retail development 4
b) Classification of Retail store 4
c) A tool for understanding consumer 4
d) Functions of buyer 4
