

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13031

Max. Marks : 80

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

1. a) What is Retail? Explain the functions of Retailer. 8
b) Explain the role of retailer in India. 8

OR

c) Discuss the growth of Retail in India. 16
2. a) What are franchising? Explain the types of franchising. 8
b) Discuss the classification of Retails Stores. 8

OR

c) What is the retail life cycle. Discuss the phases of growth of retail markets. 16
3. a) Discuss the factors influencing on retail shoppers. 8
b) Describe the consumer decision making process. 8

OR

c) What is Market research? Explain the tools for understanding retail market. 16
4. a) Discuss the types of location. 8
b) What is merchandising? Discuss the function of merchandising. 8

OR

c) What an the importance of store location. Describe the steps in choosing a retail location. 16
5. Write short notes on –
a) Future prospects in Retail Sector. 4
b) Malls. 4
c) Trends in Retail Industry. 4
d) Function of Buyer. 4
