

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13378

Max. Marks : 80

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

1. a) Explain the steps of merchandising Buying. 8
- b) Explain the manufactures Brands. 8
- OR**
- c) What is branding? Explain the advantages of branding. 16
2. a) Write the elements of retail price. 8
- b) Explain the developing a pricing strategy. 8
- OR**
- c) State the various approaches to a pricing strategy. 16
3. a) State the elements of retail operations. 8
- b) Explain the managing Inventory. 8
- OR**
- c) Discuss the store administration and management of the premises. 16
4. a) What is the Retail Image? 8
- b) What is the point of purchase? 8
- OR**
- c) Write the meaning and importance of retail store design and store layout. 16
5. Write short notes
- a) Licensed Brands. 4
- b) Gross margin return on Investment. 4
- c) Management promotions. 4
- d) The STP approach. 4
