

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

P. Pages : 1

Time : Three Hours



GUG/S/24/13031

Max. Marks : 80

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

1. a) Explain the Role of Retailer in India. **8**
b) Reason the nature of changing Retail landscape. **8**

OR

- c) Discuss the growth of Retail development in India and classification of the Retail Sector. **16**
2. a) Explain the impact of social development on the Retail formats. **8**
b) State the classification of Retail Store. **8**

OR

- c) Explain the retail life cycle and the phases of growth of Retail markets. **16**
3. a) State the consumer decision making process. **8**
b) Write the factor influencing of Retail Shoppers. **8**

OR

- c) Explain in detail market Research. A tool for understanding retail market & consumer. **16**
4. a) State the importance of store location. **8**
b) Write the Stages in Merchandising Planning. **8**

OR

- c) Which are the steps involved in choosing a retail location? Explain the trends in retail property development in India. **16**
5. Write short notes on:
a) Road Blocks to Retail Development. **4**
b) Specialty Stores. **4**
c) Change in India. **4**
d) Function of Merchandising Manager. **4**
