

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

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- 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

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