

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

P. Pages : 1

Time : Three Hours



GUG/S/24/13378

Max. Marks : 80

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

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|-----------|-------------------|--|----|
| 1. | a) | Explain the steps in merchandising buying. | 8 |
| | b) | State the Category Management. | 8 |
| OR | | | |
| | c) | What are the branding strategies? Explain the Manufacturers Brands, Licensed Brands. | 16 |
| | | | |
| 2. | a) | Explain the various approaches to a pricing strategy. | 8 |
| | b) | Discuss the comparison between Marks Ups and Markdowns. | 8 |
| OR | | | |
| | c) | Explain the concept of retail price with the elements of retail price. | 16 |
| | | | |
| 3. | a) | What are the components of retail operations. | 8 |
| | b) | Discuss Alliances and Partnerships. | 8 |
| OR | | | |
| | c) | Discuss the store administration and management of the premises? | 16 |
| | | | |
| 4. | a) | Describe visual merchandising. | 8 |
| | b) | Explain the importance of store design, store layouts. | 8 |
| OR | | | |
| | c) | Explain the concept and scope of integrated marketing communications. | 16 |
| | | | |
| 5. | Write short note- | | |
| | a) | Merchandising. | 4 |
| | b) | A pricing strategy. | 4 |
| | c) | Customer Service. | 4 |
| | d) | The Retail Marketing Mix. | 4 |
