

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.

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**
