

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13378

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) What do you mean by Branding. Explain it's importance. 8

OR

- c) Define category management. Explain it's merits and demerits. 16

2. a) Explain the concept of Retail Price. 8
b) Explain the Elements of Retail Price. 8

OR

- c) Explain the various approaches to a pricing strategy. 16

3. a) Explain the components of Retail operations. 8
b) Explain the importance of Managing Receipts. 8

OR

- c) What do you meant by customer service. Explain it's importance. 16

4. a) Explain the concept of integrated marketing communication. 8
b) Explain the objectives of Retail Marketing Mix. 8

OR

- c) Define store design. Explain the importance of store design. 16

5. Write short notes-
a) Licensed Brand. 4
b) Merchandise Allocation. 4
c) Alliances and Partnerships. 4
d) Space Planning. 4
