

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13031

Max. Marks : 80

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

1. a) What is Retail? Discuss the functions of Retailer. 8
- b) Describe the Retail Industry perspectives and Retail in India. 8

OR

- c) Explain classification of the retail sector and road blocks to retail development. 16
2. a) Discuss the Retail Industrial Revolution. 8
- b) Explain the Retail Life Cycle in detail. 8

OR

- c) Describe various types of franchising in India. 16
3. a) Explain various factors influencing the retail shoppers. 8
- b) Discuss the consumer decision making process in India. 8

OR

- c) Explain Market Research Process in detail. 16
4. a) What do you mean by store location? Discuss types of location. 8
- b) Explain steps involved in choosing a retail location. 8

OR

- c) Discuss the concept and evolution of retail merchandising. 16
5. Write short note on.
- a) Retail Landscape. 4
- b) Super Markets. 4
- c) Importance of store location. 4
- d) Stages in Merchandising. 4
