

A

(Printed Pages 3)

Roll. No. _____

MS-3175

B.B.A. (Fourth-Semester)

Examination, 2015

RETAIL MANAGEMENT

(BBA-406)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five question in all. Question No.1
is compulsory. Attempt one question
from each unit.

1. Briefly explain the following concept:

3 × 10 = 30

- (a) Impulse purchase
- (b) S K U
- (c) Shrinkage
- (d) P O P
- (e) Location types
- (f) V A L S

P.T.O.

(2)

- (g) Pricing
- (h) Store ambience
- (i) Psychographics
- (j) Repositioning

Unit-I

- 2. Discuss the Projected Trends in retailing in India? 10
- 3. "Supply chain management is a progression in the value chain from sourcing to satisfying customer needs." Discuss. 10

Unit-II

- 4. Elaborate on the various factors that influence consumer decision making. 10
- 5. Explain the consumer decision making process and how it may help the marketer in effective communication. 10

Unit-III

- 6. Throw light on the dimensions used to segment different types of markets. 10

MS-3175

(3)

- 7. Discuss how companies position their Product for maximum competitive advantage in the market place. 10

Unit-IV

- 8. Explain each element of retail marketing mix with suitable examples. 10
- 9. Define merchandise hierarchy and explain how it helps to build the merchandise mix for a retail organisation. 10

MS-3175