

**B.M.S COLLEGE FOR WOMEN AUTONOMOUS**  
**BENGALURU – 560004**

**END SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2022**

**B.Voc R.M. - II Semester**  
**Modern Retail Management**

**Course Code: BVRM2DSC06**

**Duration: 2 ½ Hours**

**QP Code: 2031**

**Max marks: 60**

**Instruction: Answer all the sections.**

**SECTION-A**

**I. Answer any FIVE questions. Each sub-question carries TWO marks. (5x2=10)**

- a. Give the meaning of Business Plan.
- b. What is Bar Coding?
- c. Give the meaning of Customer Satisfaction.
- d. State the types of Retailing.
- e. What do you mean by Mark Down Pricing?
- f. Give the meaning of Store Layout.
- g. Name any four techniques of Inventory Control.

**SECTION-B**

**Answer any FOUR questions. Each question carries FIVE marks. (4x5=20)**

2. What are the Functions of Retailing?
3. Explain the Retail Planning Process.
4. Write a Short Note on- a) Rating Plan Method b) Site Evaluation.
5. Discuss briefly the current trends in Consumer Behaviour.
6. Discuss the Ethical Issues in Retailing.

**SECTION-C**

**Answer any TWO questions. Each question carries TWELVE marks. (2x12=24)**

7. Explain the Various Factors Influencing Retail Business in India.
8. Explain in detail the format of Business Plan.
9. Briefly explain the different types of pricing in retailing.

## SECTION-D

Answer any ONE question, carries SIX Marks.

(1x6=6)

10. If you are planning to start a New Retail Outlet, which outlet you would like to start? Explain what factors influence selecting the location of the New Retail Outlet.
11. Draw a Retail Life Cycle chart and list the stages.

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