

UUCMS. No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

B.M.S COLLEGE FOR WOMEN AUTONOMOUS

BENGALURU – 560004

SEMESTER END EXAMINATION – SEPTEMBER- 2023

B.Voc. Retail Management – 2nd Semester

MODERN RETAIL MANAGEMENT

(NEP Scheme 2021-22 onwards F+R)

Course Code: BVRM2DSC06

Duration: 2 ½ Hours

QP Code: 2031

Max. Marks: 60

Instructions: 1. Answer all the sections.

2. Write legibly

SECTION-A

I. Answer any Five of the following questions. Each question carries Two Marks.

(5x2= 10)

- a. What is Departmental stores?
- b. Define retailing
- c. What is meant by consumer behavior?
- d. Give the meaning of speciality stores
- e. What is retail marketing mix?
- f. What is e-commerce
- g. What do you mean by electronic shelf label?

SECTION- B

II. Answer any Four of the following question. Each question carries Five Marks.

(4x5=20)

2. Explain the different types of retailing.
3. Explain briefly the buying decision process.
4. What are the advantages and disadvantages of value based pricing?
5. Discuss the trends in consumer behavior
6. Explain ethical and social issues in retailing.

SECTION- C

III. Answer Any Two of the following question. Each question carries Twelve Marks. (2X12=24)

7. Explain the various factors influencing retail business in India.
8. What is stores layout? Explain the important types of stores layout.
9. Explain the factors affecting pricing decision.

SECTION- D

IV. Answer Any One of the following question carries Six Marks.

(1X6= 06)

10. List out the steps involved in category management
11. Draw a retail life cycle chart and list the stages
