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**VI Semester B.B.A. Degree Examination, September - 2021**

**BUSINESS ADMINISTRATION**

**MKTG Group - Retail Management**

**(CBCS Scheme Regular/Fresh 2018 Batch Only)**

**Paper : 6.6 (Elective-II)**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answers Should be written in English.

**SECTION - A**

Answers any 5 questions. Each question carries 2 marks.

**(5×2=10)**

1. a. Mention any four functions of retailer.
- b. What do you mean by convenience stores?
- c. Give the meaning of business plan.
- d. What do you mean by store location?
- e. What is Bar coding?
- f. What do you mean by skimming pricing?
- g. What do you understand by Electronic Retailing?

**SECTION - B**

Answer any 3 of the following. Each question carries 6 marks.

**(3×6=18)**

2. What is E-Retailing? What are the challenges of E-Retailing?
3. Explain the role of customer satisfaction in retailing.
4. Write a note on Trade Area Analysis.
5. Explain the advantages and limitations of Telemarketing.
6. Explain the functions of supply chain management.

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SECTION - C

Answer any 3 of the following. Each question carries 14 marks.

(3×14=42)

7. What is consumer Behaviour? Explain the factors influencing consumer Behaviour.
  8. Explain the steps in strategy implementation.
  9. Explain the factors considered in evaluating retail Site.
  10. Explain Retail Marketing Mix in detail.
  11. Explain Ethical and social issues in retailing.
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