



Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

RETAILING AND LOGISTIC MANAGEMENT

Subject Code : BBA-612-18 M.Code : 79350

Date of Examination : 08-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :
 - a) Define supermarket.
 - b) Define the term selling point.
 - c) What is the need of CRM in retailing?
 - d) Define Mark up pricing.
 - e) What is a retail strategy?
 - f) What do you understand by consumer involvement?
 - g) What do you mean by Economic Order Quantity?
 - h) What is FDI?
 - i) Define unorganized retailing.

j) Define the term selling point.

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SECTION-B

UNIT-I

2. a) What do you mean by consumer decision making? Explain different type of consumer decisions.
b) Explain the factors affecting the decision making.
3. What is e-tailing ? What are the challenge of electronic retailing?

UNIT-II

4. Explain the importance of the location in retail. State the issues in retail location selection.
5. What is retail strategy? Explain the steps involved in developing retail planning process.

UNIT-III

6. What do you mean by store management? Explain the different store layout.
7. Describe the process involved in retail pricing decisions. Explain the strategies involved in pricing retail goods.

UNIT-IV

8. Discuss the emerging opportunities and challenges in retailing faced by the Indian retail sector.
9. What do you mean by channel of distribution? What factor to be considered while selecting distribution channel.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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