

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

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.

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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BBA (Sem.-6)
RETAILING AND LOGISTICS MANAGEMENT
Subject Code : BBA-612-18
M.Code : 79350

Date of Examination : 04-05-2024

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

I. Answer Briefly :

- a) Evaluation of Alternatives
- b) Family Dynamics
- c) Zoning Regulations
- d) Location Opportunities
- e) Visual Merchandising
- f) Store Layout
- g) Online Retailing
- h) Performance Measurement
- i) Reverse Logistics
- j) Inventory Management

SECTION-B

UNIT-I

2. Multi channel retailing, including online retailing or e-tailing, has become an increasingly-popular way for retailers to reach customers. Explain the advantages and disadvantages of e-tailing compared to traditional brick-and-mortar retailing.
3. In retailing, understanding customer buying behavior is essential. Discuss the different types of buying decisions that customers make in a retail setting and explain how retailers can influence these decisions through their marketing strategies.

UNIT-II

4. Retailers must carefully select their target market and plan accordingly. Discuss the retail planning process, including target market selection and explain how retailers can use it to design effective marketing strategies?
5. Site selection is an important factor for the success of any retail business. Discuss the various factors that influence site selection for a retail store and explain how retailers can estimate demand for a new location.

UNIT-III

6. Pricing decision is an essential component of merchandise management. Discuss the various factors that influence pricing decisions for merchandise, and explain how retailers can use different pricing strategies to maximize profits and achieve business objectives.
7. Retail communication mix is an important aspect of building customer loyalty and brand development. Discuss the process of developing brands and building customer loyalty, and explain how retailers can use promotion strategies to build customer loyalty and achieve marketing objectives.

UNIT-IV

8. Supply chain and logistics management play a vital role in today's business environment. Discuss the difference between logistics and supply chain management and explain how these two concepts are interrelated and interconnected.
9. Logistics plays an important role in Customer Relationship Management. Discuss the relationship between logistics and customer service and explain how logistics management can be used to improve customer satisfaction and loyalty. Additionally, discuss the role of logistics in the organized retail sector in India and the challenges faced by logistics in this sector.

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