

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTMM (Sem.-5)
RETAIL MANAGEMENT
Subject Code : BTMM506-18
M.Code : 78213
Date of Examination : 12-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) What is a Discount Stores?
- b) Enumerate about Marketing Plan.
- c) Explain about MRP.
- d) Define Retail Store Image.
- e) What are the Characteristics of Chain Store?
- f) What is Customer Profiling?
- g) What is Retail Strategy?
- h) What is Promotions Management?
- i) What is Organised Retailing?
- j) What is Inventory Management?

SECTION-B

2. What do you understand by the term retailing? Write a short note on retail industry in India.
3. What is Segmentation? What are the benefits of segmentation? What are the different kinds of market, explain?
4. What is Inventory Management and why is it important in retail sector? Explain
5. "Various factors are to be considered before designing a store". Elucidate.
6. Explain the role and importance of customer service in retail industry.

SECTION-C

7. What recent trend have taken place in retail industry which have influence the growth of this sector? Explain with the help of examples.
8. What do you understand by customer decision making, what are the various stages of customer decision making process?
9. What are the factors that needs to be considered for selecting a retail location?

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