



K16U 1915

Reg. No. : .....

Name : .....

V Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – 2014 Admn. –Regular)  
Examination, November 2016  
Core Course  
5B15 BBA/BBA (RTM) : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all 4** questions. **Each** question carries  $\frac{1}{2}$  mark.

1. Define retailing.
2. What is retail life cycle ?
3. Mention a few types of non store bared retailing.
4. Who is a retailer ?

(4× $\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What are the objectives of retailing ?
6. What do you mean by vertical marketing system ?
7. What is merchandise forecasting ?
8. What is retail control system ?
9. What are retail pricing objectives ?
10. What are the activities performed by retailing ?

(4×1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Write a short note on public relation in retailing.
12. What are the objectives of retailing ?
13. What do you mean by retail promotion mix ?
14. Explain layout planning.
15. Explain the different types of vertical control systems.
16. What are the factors affecting retail environment ?
17. What are the source of working capital for retailing ?
18. How will you evaluate merchandise performance ? (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **eight** marks.

19. Explain the various components of retail promotion strategy.
  20. Who is a retailer ? What are the functions of retailer ?
  21. Explain the issues and challenges faced by retail market. (2×8=16)
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