



K17U 1749

Reg. No. :

Name :

V Semester B.B.A./B.B.A. (R.T.M.) Degree (CBCSS-Reg./Sup./Imp.)
Examination, November 2017
(2014 Admn. Onwards) (Core Course)
5B15BBA/BBA(RTM) : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the following questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is CRM ?
2. Who is a retailer ?
3. What do you mean by merchandise planning ?
4. What are the factor determining working capital management ? (4× $\frac{1}{2}$ =2)

SECTION – B

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

5. What do you mean by operation control ?
6. What is retail pricing ?
7. What is vertical marketing system ?
8. What is meant by trading area ?
9. What is intensive distribution ?
10. What is labeling ? (4×1=4)

P.T.O.



SECTION – C

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

11. How will you evaluate merchandise performance ?
12. What is retailing ? What are its objectives ?
13. Write a short note on :
 - a) Store based retailing and
 - b) Non store based retailing.
14. Explain the issues and challenges of retail market.
15. What are the factors affecting merchandise planning ?
16. What is retail life cycle ?
17. What is online pricing ? What are its advantages ?
18. What are the activities performed by retailers ? (6×3=18)

SECTION – D

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

19. Explain the different types of retail location.
 20. What is merchandise management ? What are the factors affecting buying function ?
 21. Define retailing and also explain the various types of retailing. (2×8=16)
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