

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (Sem.-6)**

## RETAILING AND LOGISTICS MANAGEMENT

**Subject Code : BBA-612-18**

**M.Code : 79350**

**Date of Examination : 07-01-2023**

**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) What is the departmental store?
  - b) What do you mean by Visual merchandising?
  - c) Define retail mix.
  - d) Define chain store.
  - e) What is meant by employee turnover in a retail store?
  - f) What do you mean by logistics?
  - g) What do you mean by SCM?
  - h) What do understand by franchising?
  - i) Difference between logistics and supply chain management.
  - j) What are the 5 R of retail merchandise?

## **SECTION-B**

### **UNIT-I**

2. Describe the different types of retailing/retailing formats (store-based and non-store based) in India with their functions.
3. Explain the various buying motives. Discuss the consumer buying process with an example.

### **UNIT-II**

4. Explain the role of HRM in designing the organization's structure and motivating the employees.
5. What do you mean by retail strategy? What is the main element in retail strategies? Explain the various strategies to boost the state.

### **UNIT-III**

6. Elaborate in detail the steps involved in process of buying merchandise.
7. What do you mean by store management Explain the different store layout.

### **UNIT-IV**

8. Distinguish the organized retailing and unorganized retailing. Explain the advantages of organized retailing
9. What is logistic management? Explain the function of logistic management in retailing.

**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.**