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Total No. of Pages : 02

Total No. of Questions : 09

B(SIM) (2014 & Onwards) (Sem.-5)

**RETAIL MANAGEMENT**

Subject Code : BBA-512

Paper ID : [74110]

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 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. Retailing
- b. UPC
- c. PDS
- d. MNC
- e. Organized sector
- f. Pricing
- g. Impulse buying
- h. E-commerce
- i. Types of retail stores in India
- j. Supply chain

## SECTION - B

### UNIT-I

2. Explain in detail the retail trends in India.
3. Discuss in detail the involvement of Indian government in retail sector.

### UNIT-II

4. Discuss in detail the retail marketing strategy.
5. Explain in detail the customer relationship management in retailing.

### UNIT-III

6. Explain the methods of merchandise procurement.
7. What do you understand by retail communication mix? Explain in detail.

### UNIT-IV

8. What is the importance of servicing the retail customer? Explain with suitable examples.
9. Explain in detail about supply chain management in retail sector.