

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BTTM (Sem.-5)**

# RETAIL MANAGEMENT

**Subject Code : BTM-506-18**

**M.Code : 78213**

**Date of Examination : 21-12-2022**

**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 are the functions of retailing?
- b) What is importance of studying retailing?
- c) What do you understand by market? Explain the different type of markets.
- d) What is retail consumer behavior?
- e) What is market penetration?
- f) How online retailing is evolving?
- g) What do you understand by consumer demographics?
- h) What is the importance of brands in retailing?
- i) How competition affects retail pricing?
- j) What is the difference between organized and unorganized retailing?

## **SECTION-B**

2. Discuss the types of decision making.
3. Discuss the development of retail industry in India.
4. What is role of marketing research in retail customer?
5. Discuss the growth strategy for retail.
6. What is store management?

## **SECTION-C**

7. Discuss the consumer decision making process.
8. Discuss the strategy for effective consumer segmentation.
9. Discuss the modern retail formats and challenges ahead for 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.**