

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 18

BTTM (2018 Batch) (Sem.-5)

RETAIL MANAGEMENT

Subject Code : BTTM-506-18

M.Code : 78213

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

Answer briefly :

- 1) What are the characteristics of Retailing?
- 2) Why is the location the most important factor in retailing?
- 3) What do you mean by store design?
- 4) Write two important aspects of pricing in retailing.
- 5) What are the challenges that retailing is facing globally?
- 6) Give any four characteristics of a chain store.
- 7) Define multi-channel retailing.
- 8) What is meant by E-tailing?
- 9) Distinguish between organized and unorganized retail formats?
- 10) What are the reasons for rise of retailing?

## SECTION-B

- 11) What do you mean by retailing? Explain the store and non-store based retailers with example?
- 12) “A Retailer formulates various strategies to gain sustainable competitive advantage”. Explain.
- 13) What are the factors that a retailer needs to take into account while designing a store?
- 14) Distinguish between the cost based, demand based and competition based pricing strategies in Retail pricing.
- 15) ‘Retailers in India are facing number of challenges’ Elucidate.

## SECTION-C

- 16) Explain the recent trends in Indian retail industry. And also explain about the different drivers for the growth of retail industry with the help of examples.
- 17) ‘Store layout, design and location are key for the success of a Retail Store’. Do you agree or disagree? Substantiate your answer with suitable examples.
- 18) What makes the locational decisions in retailing, strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store.

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.