

Total No. of printed pages = 2

BBA 18160 E5

Roll No. of candidate

21/6/22

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BINA CHOWDHURY CENTRAL LIBRARY
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Azara, Hatkhowapara,
Guwahati - 781017

2022

B.B.A. 6th Semester End-Term Examination

RETAIL MANAGEMENT

Full Marks – 70

Time – Three hours

Answer question no. 1 and any four from the rest.

1. Fill in the blanks with appropriate answers (10 × 1 = 10)
- (a) Retailer breaks the _____ (bulk/target).
 - (b) Electronic Retailing is also called e _____ (talking/tailling).
 - (c) A retailer is a person who sells in _____ quantities offering more variety. (Small/large).
 - (d) A _____ provides point of sales promotion (Retailer/Wholesaler).
 - (e) Corporate Retailing _____ franchises (includes/excludes).
 - (f) _____ determines the consumption of retail products are services of the consumers. (Disposable income /Investments).
 - (g) Demographic location of a retail store _____ the success of the business (effects/does not affect).
 - (h) _____ refers to a non-paid form of communication (Advertising/Publicity)
 - (i) Amazon is an example of _____ e retailer (pure play/Brick and click).
 - (j) Premium pricing is suitable for _____ products (expensive /less costly).
2. (a) Discuss the drivers of success of Retail business in India. (9)
- (b) Explain briefly the nature of a retailer. (6)

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3. (a) "Retail channels help the retailers to earn more"- Discuss the various types of retail channels along with their advantages. (8)
- (b) Make a comparison of a retailer and a wholesaler. (7)
4. (a) Discuss the different types of retail pricing strategy adopted by a retailer. (9)
- (b) "Merchandising comprises of planning as to what to purchase, how much to purchase and at what price to purchase for the out let"- Explain. (6)
5. (a) What are the advantages and disadvantages of e-retailing. (10)
- (b) "A retailer performs many important functions to facilitate the sale of retail products."- Discuss. (5)
6. (a) "A wide range of activities performed by a retailer for the benefit of the customers."-Explain. (8)
- (b) Publicity refers to a non-paid form of communication to promote an organization or its products or services in public media."- Discuss. (7)
7. (a) What do you mean by advertising? What are the advantages or disadvantages of promoting through advertising? (2+4+4=10)
- (b) Write the difference between sales promotion and personal selling. (5)

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