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**BASBMO 282**

**Choice Based Credit System IV Semester B.A.  
Examination, September 2022  
(2019-20 Batch Onwards)  
BUSINESS MANAGEMENT (Open Elective)  
Retail Management**

Time : 2 Hours

Max. Marks : 40

- Instructions :** 1) Section – A : Answer **all** questions, **1** mark for **each** question.  
2) Section – B : Answer **any 3** questions out of 5. **Each** question carries **5** marks.  
3) Section – C : Answer **any 2** out of 3 questions. **Each** question carries **10** marks.

**SECTION – A**

- |  |   |
|--|---|
| 1. Define retailing.                             | 1 |
| 2. What is non-store retailing ?                 | 1 |
| 3. What is franchise ?                           | 1 |
| 4. What is promotion mix ?                       | 1 |
| 5. Mention the elements of retail marketing mix. | 1 |

**SECTION – B**

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|--|---|
| 6. Briefly explain the characteristics of retailing. | 5 |
| 7. What is sales promotion ? State its objectives.   | 5 |
| 8. Explain the types of store retailing.             | 5 |
| 9. Explain the process of e-retailing.               | 5 |
| 10. Briefly explain the retail marketing mix.        | 5 |

**SECTION – C**

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|--|----|
| 11. Briefly explain the factors behind the change of Indian Retail Industry. | 10 |
| 12. What is retailing ? Explain its functions.                               | 10 |
| 13. What is e-retailing ? Explain its merits and demerits.                   | 10 |