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**BASBMEN 201**

**II Semester Open Elective (NEP – 2020) Degree Examination, September 2022  
(2021 – 22 Batch Onwards)  
BUSINESS MANAGEMENT  
Retail Management**

Time : 2 Hours

Max. Marks : 60

I. Answer **any five** questions in **2-3** sentences **each**. **(2×5=10)**

- 1) What is E-retailing ? 2
- 2) State four features of advertisement. 2
- 3) What is non-store retailing ? 2
- 4) What is sale promotion ? 2
- 5) What is B2C-E retailing ? 2
- 6) State any four advantages of E-retailing to consumers. 2
- 7) Give the meaning of Franchise. 2

II. Answer **any four** questions in **10-12** sentences **each**. **(5×4=20)**

- 8) Briefly explain the characteristics of retailing. 5
- 9) Explain the types of non-store retailing. 5
- 10) What are the advantages of information technology ? 5
- 11) State the importance of marketing in retailing. 5

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- 12) Explain the retail manager skill. 5
- 13) Explain the concept of store based ownership retailing. 5
- 14) Explain the role of information technology in business. 5

III. Answer **any three** in **20-25** sentences **each**. **(10×3=30)**

- 15) Discuss the emerging trends in retailing. 10
  - 16) Explain the types of retail stores. 10
  - 17) Explain the elements of retail marketing mix. 10
  - 18) Explain the functions of retailing. 10
  - 19) Explain the types of sales promotion. 10
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