

**NBMIIS-1047-B-22**  
**B.B.A. II Semester (NEP) Degree Examination**  
**MANAGEMENT**  
**Retail Management**  
**Paper - 2.6 (OEC)**

**Time : 2 Hours**

**Maximum Marks : 60**

**Instructions to Candidates:**

Answer all the sections.

**SECTION - A**

Answer any **Five** of the following.

**(5×2=10)**

1. a. Define Retailing.
- b. What do you mean by customer satisfaction?
- c. What is trade area analysis?
- d. What do you mean by visual merchandising?
- e. Expand SCM.
- f. What is retail marketing mix?
- g. What is e-tailing?

**SECTION - B**

Answer any **Four** from the following.

**(4×5=20)**

2. Explain the functions of retailing.
3. Write a note on customer shopping behaviour.
4. Explain the inventory management in retail operations.
5. Explain the factors influencing the pricing in retailing.
6. Explain the impact of information technology in retailing.
7. Write a note on wheel of retailing.

**SECTION - C**

- Answer any **Three** from the following.
8. Explain the different forms of retail business ownership.
  9. Explain the buying decision process.
  10. Explain the factors influencing location of store.
  11. Explain the decisions related to selection of goods.
  12. Explain the importance of non - store retailing.
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(3×10=30)

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