



QP CODE: 24026869



Reg No : .....

Name : .....

**BBM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2024**

**Third Semester**

Bachelor of Business Management

**CORE COURSE - BM3CRT14 - RETAIL MANAGEMENT**

2017 Admission Onwards

FBEFC205

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are unit stores?
2. What is organized retailing?
3. What is a JV?
4. Bring out the stages of retail life cycle.
5. Bring out the stages in the evolution of retail formats.
6. What is retail strategy?
7. Differentiate between inbound and outbound logistics.
8. What is manufacturing franchising?
9. What is quantity discount?
10. What is pricing strategy?
11. What do you mean by customer relationship management?
12. What is retail MIS?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the features of retailing.
14. Explain the wheel of retailing.
15. Explain various modes of direct response retailing.
16. Discuss the factors affecting consumer-buying decisions.
17. Write a short note on 'Selection of locality'.
18. Explain the principles of merchandising.
19. Explain the inventory turnover for merchandise performance.
20. Explain the significance of HRM in Retail Management.
21. Explain the concept of retail store operations.

(6×5=30)

**Part C**

*Answer any **two** questions.  
Each question carries **15** marks.*

22. Explain the drivers behind retail change in India.
23. Explain the business models in retail.
24. Explain the process of Merchandise Planning.
25. Explain the elements of Exterior and interior store design.

(2×15=30)

