

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)**

23UBM4N1

REG.NO. :

**B.B.A
SEMESTER: IV**

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY-2025**

**MAXIMUM MARKS: 50
TIME : 2 HOURS**

**PART - IV
RETAIL MANAGEMENT**

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Which of the following is a type of non-store retailing?
a) Department store b) Supermarket c) Vending machine d) Convenience store
2. The retail format that combines retailing with entertainment is called
a) Hypermarket b) Malls c) E-tailing d) Retailtainment
3. Retailing mix includes which of the following elements?
a) Product b) Price c) Promotion d) All of the above
4. The store layout that maximizes product exposure is
a) Free-flow layout b) Grid layout c) Loop layout d) Spine layout
5. Which of the following is a benefit of online retailing?
a) High operational cost b) Limited market reach
c) Convenience for consumers d) No customer interaction

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

- 6 .What do you mean by retail logistics?
7. State two characteristics of organized retailing.
8. Expand CRM in retail context.
9. What is meant by merchandising in retail?
10. What is meant by strategic planning?

SECTION – B (5 X 8 = 40 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K3), (K4 (Or) K5)**

11. a) Explain the functions and special characteristics of a retailer
(OR)
b) Discuss the application of marketing concepts in retailing with suitable examples

(CONTD.....2)

12. a) Describe the Wheel of Retailing theory and explain its relevance in today's market
(OR)
b) Compare any two business models used in the retail industry with real-life examples

13. a) Describe the stages involved in the consumer decision-making process
(OR)
b) Explain the importance of identifying consumer needs and setting objectives in retail strategy

14. a) Analyze the major drivers of retail change in India
(OR)
b) Discuss the role of Foreign Direct Investment (FDI) in retail sector development in India

15. a) Identify and explain the major challenges and threats in global retailing
(OR)
b) What factors contribute to the success of a global retail strategy? Explain with examples

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