

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : APRIL-2026**

**B.B.A
SEMESTER IV**

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

**PART - IV
RETAIL MANAGEMENT**

SECTION – A (K1/K2) (10 X 1 = 10 MARKS)

**ANSWER ALL THE QUESTIONS.
MULTIPLE CHOICE QUESTIONS.**

K1

1. Which of the following is an example of organized retail?
a) Street vendor b) Kirana shop c) Shopping mall d) Weekly market
2. E-retailing refers to _____
a) Selling through stores b) Selling through internet
c) Selling through agents d) Selling through wholesalers
3. Retail pricing strategy includes _____
a) Cost-based pricing b) Competition-based pricing c) Value-based pricing d) All of the above
4. Which layout is commonly used in supermarkets?
a) Grid layout b) Free-flow layout c) Boutique layout d) Random layout
5. A franchise is _____
a) Independent business b) Partnership c) License to operate d) Government firm

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES.

K2

6. What is retail supply chain?
7. Define customer loyalty
8. What is private label?
9. What is inventory management?
10. Define retail strategy

SECTION – B (5X 8 = 40 MARKS)

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS.

(K4/K5)

11. Explain the importance of retailing in economic development.
12. Discuss different types of retail formats with examples.
13. Describe the factors influencing store location.
14. Explain the role of technology in retailing.
15. Explain consumer buying behavior in retail.
16. Discuss visual merchandising techniques.
17. Analyze growth of retail sector in India.
18. Explain impact of globalization on retailing.