

Date:

Registration number:

 **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**BBA/BBASF – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in January-March 2022)**

 **BBA DEM 5519 - Retail Management**

**Time- 2 ½ hrs Max Marks-70**

**This question paper contains One printed pages and four parts**

**Section A**

**I Answer any FIVE questions:** **2 x 5 = 10**

1. Identify the economic significance of Retail Management.
2. Enlist uses of Bar Coding.
3. State the meaning of E- Tailing.
4. Differentiate Value Pricing and Markdown Pricing.
5. Highlight the characteristics of Retail Logistics.
6. Identify retailing as a career.

**Section B**

**II Answer any THREE questions: 5 x 3 = 15**

1. Summarise the functions of retailers.
2. Outline the phases of growth in retail market.
3. Briefly explain retail management decision process.
4. Compare and contrast e-tailing with m-tailing.

**Section C**

**III Answer any TWO questions: 15 x 2 = 30**

1. Explain BCG Matrix and GE Matrix in retailing.
2. Discuss Retail operations and types of store layout design.
3. Enumerate Human Resource Management in retailing.

**Section D**

**IV Answer the following: 15 x 1 = 15**

14. As a Manager for a new retail store, design a complete retail management setup :

a) Explaining the choice of store location. (7 marks)

b) Discuss about visual merchandising ( 4 marks )

c) Factors influencing retail price for consumer shopping behaviour. ( 4 marks )