

**V Semester B.B.M. Examination, June/July 2011**  
**RETAIL MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any five** sub-questions. **Each** question carries **two** marks. **(2×5=10)**

1. a) Define 'price lining'.
- b) What is non-store retailing ?
- c) Mention different types of goods.
- d) What are chain stores ?
- e) What are hyper markets ?
- f) Give the meaning of 'supply chain'.
- g) What is automatic vending ?

**SECTION – B**

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

2. What are the different ways of categorizing retailers ?
3. Explain five principles of customer service.
4. Write a note on distribution channel for retailing.
5. What is the importance of diversification in retail business ?
6. What is merchandising ? How can it be of use to a retailer ?

**P.T.O.**

### SECTION – C

Answer **any five** questions. **Each** question carries **ten** marks.

**(10×5=50)**

7. Draft the present scenario of retailing in India.
  8. Explain the classification of departmental stores.
  9. What is the importance of CRM in forming business strategy ? Explain with example.
  10. Explain supply chain business process integration.
  11. Discuss the major functions and layers of distribution channel.
  12. Suggest some of the ways to increase the sales growth of a retail business.
  13. Discuss the major factors that play important role in deciding store design and layout.
  14. Explain the functions of a Merchandise Manager.
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