

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2019
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VIII

Subject: Retail Management
Full Marks: 100

Course Code: MKT 486
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. What do you mean by retailing?
- Q2. Define direct marketing.
- Q3. What is sales promotion?
- Q4. Write any two advantages of shopping mall.
- Q5. Write the concept of customer value pricing.
- Q6. What is theme festival centre?
- Q7. List out the types of store design.
- Q8. Mention two examples of social media.
- Q9. Write the concept of bulk breaking in retail marketing.
- Q10. Define advertising.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. Explain the concept and functions of retailing. (3+5)
- Q12. Explain the major factors affecting to retail site. (8)
- Q13. Highlight the components of competitive forces in retailing. (8)
- Q14. Describe the various types of advertising media. (8)
- Q15. What is pricing? Explain the methods of value oriented pricing. (2+6)
- Q16. What is gap model? Explain the importance of gap model in retail management. (3+5)
- Q17. Explain the major features of qualitative goods and services. (8)
- Q18. Describe the components of atmospheric in retail management. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. Define retailing. Explain various emerging concepts of retailing in the modern age. (16)
- Q20. What is meant by merchandising? Explain the components of merchandise planning. (4+12)
- Q21. Describe direct marketing. "Credit management is challenging in retail marketing." Explain the statement with your suggestions to manage it. (6+10)

