

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2075
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. List out any two importance of retailing?
- Q2. What do you mean by bulk breaking?
- Q3. Define themes festival.
- Q4. Point out technological forces in retailing.
- Q5. Give any two role of IT in supply chain management merchandise flow.
- Q6. Define customer value.
- Q7. What do you mean by bonded warehousing?
- Q8. Give two examples of color presentation in visual merchandising.
- Q9. Write four examples of sales promotion.
- Q10. What do you mean by fashion or specialty centers.

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

Answer any SIX questions.

- Q11. Describe the social forces for retailing. (8)
- Q12. Define pricing and Write the types of value oriented pricing method. (2+6)
- Q13. State some of the parameter to measure perceived service. (8)
- Q14. How do you estimate the demand for new location? (8)
- Q15. What do you mean by customer service and quality management. (3+5)
- Q16. Describe some of the ways of public relation to promote the product. (8)
- Q17. Define types of store design. (8)
- Q18. What are the factors affecting the demand for a region or trade area? (8)

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

Answer any TWO questions.

- Q19. What do you mean by Visual Merchandising? Describe types of Visual Merchandising. (4+12)
- Q20. Write the concept of retailing and various emerging concepts in retailing. (4+12)
- Q21. Define Atmospheric and describe the types of atmospheric. (3+13)

