

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2076
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VIII

Subject: Retail Management

Course Code: MGMT 386

Full Marks: 100

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 SHORTANSWER QUESTIONS (10 X2 = 20 MARKS)

Answer all questions:

- Q1. Define mobile commerce.
- Q2. Write any two importance of retailing
- Q3. Give meaning of global retailing.
- Q4. What do you mean by free standing retail sites?
- Q5. What do you mean by Thames festival centers?
- Q6. Define fad merchandising.
- Q7. What do you mean by staple merchandising?
- Q8. Give four examples of direct marketing.
- Q9. What do you mean by bonded warehousing?
- Q10. Define customer value.

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

Answer any SIX questions:

- Q11. What are the functions of retailing? Describe briefly. 8
- Q12. Logically explain to prove that "retailing saves time, money and energy of the customer". 8
- Q13. "Beside the importance of global retailing it has the drawbacks too". Explain some of the drawback of global retailing to justify this statement. 8
- Q14. How does the lightning help in atmospherics? 8
- Q15. How should the retailer manage the credits? 8
- Q16. Define retail promotion and describe the features of advertising. 3+5
- Q17. State some of the retail stores and describe any three of them. 8
- Q18. State and explain competition oriented pricing method. 2+6

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

Answer any TWO questions:

- Q19. Write the concept of retailing and describe all the driving forces of retailing. 4+12
- Q20. Write the bases of visual merchandising and describe the method of visual merchandising. 4+12
- Q21. What do you mean by good quality management? Describe GAP Model theory. 8+8

