

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2079
Bachelor of Business Studies (BBS)
Semester - VIII

Subject: Retail Management

Course Code: MKT 386

Full Marks: 60 Pass Marks: 30

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 X1 = 10 MARKS)

Answer **ALL** the questions.

1. What do you mean by consumer preference in retailing?
2. List out the types of colors used in retailing.
3. Define theme festival centers.
4. Define corporate retail chain.
5. Define warehouse club.
6. What do you mean by bulk breaking?
7. Define mobile commerce.
8. Define fad merchandising.
9. Define customer value.
10. List out the features of advertising.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

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| 11. Define retailing and illustrate the functions of retailing | [3+5] |
| 12. How does the lightning help in atmospherics? | [8] |
| 13. Describe the types of visual merchandising. | [8] |
| 14. Explain the types of brands. | [8] |
| 15. State and explain competition oriented pricing method. | [8] |

SECTION C: LONG ANSWER QUESTIONS (2X 13 = 26 MARKS)

Answer any **TWO** questions.

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| 16. What do you mean by merchandising? Describe all the components of merchandise planning. | [4+9] |
| 17. Explain various formats of retailing. | [13] |
| 18. What do you mean by good quality management? Describe the theory of GAP Model. | [4+9] |

THE END