



V Semester B.B.A. Examination, February/March 2024  
(NEP) (Freshers)

**BUSINESS ADMINISTRATION**  
**Fundamentals of Retail Management**



Time : 2½ Hours

Max. Marks : 60

**Instruction :** Answers should be written **completely** in **English**.

SECTION – A

Answer **any five** out of seven sub-questions. **Each** sub-question carries **2** marks :

(5×2=10)

1. a) Give the meaning of retailing.
- b) What is chain store ?
- c) What do you mean by buying decision process ?
- d) What is meant by inventory management ?
- e) State the meaning of value pricing ?
- f) What is retail logistics ?
- g) What is meant by bar coding in retailing ?

SECTION – B

Answer **any 3** questions. **Each** question carries **4** marks :

(3×4=12)

2. What are ethical issues associated with retailing in India ?
3. Briefly explain the significance of understanding customer shopping behaviour.
4. List out the factors that a retailer should consider while deciding the location of the stores.
5. Briefly explain the factors influencing the retail distribution.
6. List out the recent trends in retailing.



## SECTION – C

Answer **any three** questions out of five. **Each** question carries **10** marks : **(3×10=30)**

7. What do you mean by retail ownership ? Explain the types.
8. Explain the factors to be considered in preparing a retail business plan.
9. Discuss the strategies for selecting and optimising the workforce in retail industry.
10. Explore the factors influencing pricing decisions in retail industry.
11. Explain the impact of information technology in retailing.

## SECTION – D

Answer **any one** out of two questions. It carries **8** marks :

**(1×8=8)**

12. What do you mean by product life cycle in retailing ? Explain with diagram.
  13. Write a report on the future of retailing in India.
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