



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

SIXTH SEMESTER – APRIL 2019

16UBU6MS02– RETAIL MANAGEMENT

Date: 11-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. What are departmental stores?
2. Define retailing.
3. What is meant by consumer motivation?
4. What is warehouse?
5. Explain retail marketing mix.
6. Define e-commerce.
7. What you mean by electronic label?
8. Write a note on retail park.
9. Define brand.
10. What is consumer sales promotion?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Explain the different types of retailing.
12. Explain briefly the buying decision process.
13. What are the advantages and disadvantages of value based pricing.
14. Describe the components of visual merchandising.
15. What are the risks of brand extension?
16. Explain the ethical issues in retailing.
17. What you understand by market segmentation?

PART – C

Answer any **TWO** questions:

(2 X 20 = 40)

18. Explain the various factors influencing retail business in India.
19. What is stores layout? Explain the important type of stores layout.
20. Explain the factors affecting consumer behaviour.
21. Explain the employee's performance appraisal methods available in retailing.
