



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

VI SEMESTER - PREFINAL EXAMINATIONS

Max. Marks : 75

III BBA- Retail Management

Time : 3 Hours

Date: 26-03-2020

SECTION-A

I Answer any Five questions:

5x 5 = 25 M

1. Functions of retailing
2. Retail Organisation
3. Visual Merchandiser
4. Controlling cost
5. Modern Retailing
6. Retail environment in India
7. Retail Research
8. Factors influencing retail pricing

SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. (a) Importance of Retailing?

(Or)

b) Types of Retail units in Business sector?

10. a) What is retail location and factors affecting the location of Retail Store?

(Or)

b) What is Layout and explain types of Layout?

11. a) Organised Retailing Vs Unorganised Retailing

(Or)

b) "FDI in Retailing"- Comment?

12. a) Retail pricing strategies?

(Or)

b) Briefly discuss retail promotion and retail promotional strategies?

13. a) Write a report an salesman - interview in any retail store?

(Or)

b) Write a report on DMart - Retailing activites?