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V Semester B.B.A. Examination, January/February 2025
(NEP) (Freshers/Repeaters)

BUSINESS ADMINISTRATION

Paper – 5.4/5.5 (RM1) : Fundamentals of Retail Management (Elective)

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers to be written in **English** only.

SECTION – A

1. Answer **any 6** out of 8 given questions. **Each** carries **2** marks.

(6×2=12)

- Define customer satisfaction.
- What is product mix ?
- Give the meaning of vertical marketing system.
- What do you mean by chain stores ?
- State any two benefits of customer database management system.
- Give the meaning of merchandising management.
- List out any four current trends in e-retailing.
- What is EDI ?



SECTION – B

Answer **any 3** out of 5 questions. **Each** question carries **4** marks.

(3×4=12)

- Explain briefly the types of retail ownership.
- Discuss the factors influencing retail business in India.
- Explain the types of electronic article surveillance in retailing.
- Explain the factors considered in preparing a retail business plan.
- Write a short notes on :
 - Retail logistics
 - Electronic self labels.

P.T.O.



SECTION – C

Answer **any 3** out of 5 questions. **Each** question carries **12** marks. **(3×12=36)**

7. Define retailing. Explain the functions of retailing.
 8. Discuss the factors influencing location of stores.
 9. Explain the theory of retail life cycle.
 10. Briefly explain social and ethical issues in retailing.
 11. Write a short note on :
 - a) Retail distribution.
 - b) Online store.
 - c) PLC in retailing.
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