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**VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016-17 Onwards)
BUSINESS ADMINISTRATION**

6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

Answer **any 5** sub questions. **Each** sub-question carries **2** marks. **(5×2=10)**

1. a) Give the meaning of Bar-coding.
- b) Define Consumer Behaviour.
- c) What is Supply Chain Management ?
- d) What do you mean by Departmental Stores ?
- e) What is 360 degree appraisal ?
- f) Expand WLAN.
- g) What are Mannequins ?

SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks. **(3×6=18)**

2. Explain the features of Product.
3. What is E-Retailing ? What are its advantages ?
4. Explain any five functions of a Retailer.
5. Write a note on Merchandise Management.
6. Explain the factors considered in preparing a Business Plan.

SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks. **(3×14=42)**

7. What is Recruitment ? Explain the different sources of Recruitment.
8. Explain the legal aspects in Retailing.
9. Explain the phases of Retail Life Cycle.
10. What is Customer Satisfaction ? What are the ways of Customer Satisfaction in Retail ?
11. What is Store Location ? Explain the factors influencing location of store.