



K18U 1685

Reg. No. :

Name :

V Semester B.B.A./B.B.A. (R.T.M.) Degree (CBCSS-Reg./Sup./Imp.)

Examination, November 2018

(2014 Admn. Onwards)

Core Course

5B15 BBA/BBA (RTM) : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. What do you mean by retailer cooperative ?
2. Mention any three important interior atmospherics.
3. What do you mean by slotting ?
4. What do you mean by controllable variables ?

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. State any four limitations of super market.
6. What is price bundling ?
7. What do you mean by retail pricing ?
8. What do you mean by shopper profile analysis ?
9. What is consumerism ?
10. What is catalogue retailing ?

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain resource allocation.
12. What do you mean by trading area ?
13. What are the benefits of everyday low pricing ?
14. Explain the characteristics of retailing.
15. Write a short note on merchandise forecasting.
16. Explain the factors affecting buying function.
17. Write a note on multi-channel-retailing.
18. Bring out the roles of hyper markets in retail market.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the different types of retail locations.
 20. Explain the various stages involved in implementation of merchandise planning.
 21. Briefly explain the retail control system.
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