BBA SEMESTER -V

PAPER NAME- RETAIL MANAGEMENT

PAPER CODE- DSE 2B

Short Answer Questions. (5 Marks)

1. Define Retailing?
2. What is retail sales by ownership?
3. what is non-traditional selling?
4. What short notes on FDI.
5. What is retail marketing mix?
6. What is Markups?
7. What is markdown?
8. What are types of pricing?
9. What is customer service?
10. What are advantages of credit card?
11. What is CRM?
12. What is customer communication?
13. What is VAT?
14. What is mail order business?
15. Define franchising?

Logn answer questions. (15 marks)

1. What are the factors behind the change of Indian Retail Industry?
2. Define Retailing? What are the Characteristics of retailing?
3. What are different retail formats? Explain in brief
4. What is Foreign Direct Investment?
5. What are the importance of retail locations? What are the factors affecting locations?
6. What are factors Affecting Buying Decision?
7. What are the roles and responsibilities of Merchandising?
8. What is Pricing Strategies & Pricing Objectives?
9. What is Pricing Options & Pricing types?
10. Explain the different types of retailing formats?
11. What is retail space management?
12. What is the Scope and Importance of Outsourcing?
13. What is the Strategic Framework for CRM in Retail?
14. What are the Types of CRM? What is the application of CRM in Retailing?
15. Explain design & Layout in Store Planning.