N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY-2023

COURSE NAME: BBA   MAXIMUM MARKS: 50

SEMESTER: IV   TIME : 2 HOURS

PART - IV
21UBM4N2 – RETAIL MANAGEMENT
SECTION - A   (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

1. The factors influencing change in the retail environment are   (K1)

 a)   Technology b) Consumer c) Government d) All of the above

2. Store which offers daily food merchandise   (K1)

a) Leased departments b) Retail chains c) Convenience store d) Departmental store

3. The Most powerful driver for retail change in India is……….   (K1)

 a)   Customers b) Competition c) Technology d) None of these

4. The factors influencing change in the retail environment are………   (K1)

 a) Technology b) Consumer c) Government d) All the above

5. Challenges facing global retailing are…………….   (K1)

a) New markets b) Technology c) Consumer d) All the above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

6. What are the criteria for good retail shop?   (K2)
7. What is meant by marketing?   (K2)
8. Define retailing   (K2)
9. Expand FDI   (K2)
 10. What is meant by strategic planning?   (K2)

SECTION - B   (5X 8 = 40 MARKS)
ANSWER ANY FIVE FROM THE FOLLLOWING QUESTIONS.

11. Explain the various concepts of a marketing that can be effectively utilized in retailing. (K3)

12. Enumerate the characters of a retailer.   (K4)

13. Enumerate the lifecycle and phases in growth of retail markets.   (K5)

14. Clarify business model in retail   (K3)

15. Explain the evolution and size of retail in India.   (K4)

16. Elucidate the challenges to retail development in India   (K3)

17. What are the factors affecting the success of a global retailing strategy?   (K4)

18. What is the strategic planning process for global retailing?   (K5)