

# Question Paper Code : 1746

BBA (Semester-IV) Examination, 2018

( Old Course )

**RETAIL MANAGEMENT**

[ BBA - 406 ]

**Time : Three Hours]**

**[Maximum Marks:70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10=30]
- (a) Buying roles of consumers
  - (b) Grid Store Layout
  - (c) National Label
  - (d) Hypermarket
  - (e) Psychological pricing
  - (f) Psychographics
  - (g) Repositioning.

- (h) Store Ambience
- (i) Mannequin or Dummy
- (j) Conversion Rate

#### UNIT-I

- 2. Define Retailing and elaborate on the characteristics of retailing. [10]
- 3. Give an overview of the major trends in the retail sector in India. [10]

#### UNIT-II

- 4. Discuss with relevant examples the influence of social and cultural groups on consumer buying behaviour. [10]
- 5. 'Buying motive is the urge to satisfy a desire or need that makes people buy goods and services.' Comment on the above statement in light of the different buying motives that consumers have. [10]

#### UNIT-III

- 6. Explain the bases used to segment consumers, including demographics, product usage related factors and product benefits consumers seek [10]

- 7. Illustrate how market segmentation, targeting and positioning can be used to develop a marketing strategy for a product. [10]

#### UNIT-IV

- 8. Throw light on the importance of retail location strategy and the factors affecting its choice. [10]
- 9. Elaborate on the various merchandising strategies that can be used by a Departmental store owner. [10]

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