



K26U 0088

Reg. No. :

Name :

Sixth Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2026
(2020 to 2023 Admissions)

DISCIPLINE SPECIFIC ELECTIVE : III – MARKETING

6B18BBA : Retail Management

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

(6×1=6)

1. What is retailing ?
2. Mention one characteristic of retailing.
3. Define retail format.
4. What is store layout ?
5. What is inventory control ?
6. Name one non-store retailing format.

PART – B

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

(6×2=12)

7. What are the main drivers of retail transformation in India ?
8. Define merchandise retailing format.
9. Explain the role of a store manager.
10. What is space management ?
11. What is retail image mix ?

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12. What is outlet management ?
13. Give two features of location planning.
14. What is sales promotion in retail ?

PART – C

Answer **any four** questions. **Each** question carries **three** marks.

(4×3=12)

15. Explain the evolution of retailing in India.
16. Discuss the different types of retail formats based on ownership.
17. Describe the components of store operations.
18. Explain the importance of store design and layout.
19. What is CRM ? Explain its components.
20. Explain the importance of sales promotion in retail.

PART – D

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

(2×5=10)

21. Explain the emerging trends in Indian retailing.
 22. Discuss major retail formats with suitable examples.
 23. Explain store positioning and retail marketing mix.
 24. Discuss location planning and its strategic importance in retail.
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