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K19U 2296

Reg. No. :

Name :

V Semester BBA /BBA (RTM) Degree (CBCSS-Reg./Sup./Imp.)
Examination, November- 2019
(2014 Admn. Onwards)

CORE COURSE

5B15 BBA/ BBA (RTM) RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION - A

Answer the **Four** questions. Each question carries $\frac{1}{2}$ mark. (4x $\frac{1}{2}$ =2)

1. What is direct selling?
2. Mention any three roles of physical components in retail business.
3. What is interior atmospheric?
4. What are the factor determining working capital management?

SECTION - B

Answer any **Four** questions. Each question carries 1 mark. (4x1=4)

5. Define retailing.
6. What is working capital?
7. What do you mean by credit management?
8. What is telephone retailing?
9. What do you mean by convenience store.
10. What do you mean by CRM?

P.T.O.

**SECTION - C**

Answer any **Six** questions. Each question carries 3 marks. (6×3=18)

11. Explain retail life cycle.
12. Explain the process of merchandise planning.
13. Write a short note on internal and external atmospherics.
14. Explain merchandise forecasting.
15. Discuss in detail about retail store management.
16. Explain the challenges in retailing.
17. What are the benefits of visual merchandising?
18. Explain the role of technology in retail environment.

SECTION - D

Answer any **Two** questions. Each question carries 8 marks. (2×8=16)

19. Define CRM and explain the steps involved in CRM process.
 20. Explain retail store layout and its types.
 21. Write a note on retail pricing and explain its objectives.
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