

C 21055

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER B.B.A. DEGREE EXAMINATION, MARCH 2017
(CUCBCSS—UG)

BBA VI B 15—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1 Retailing offers direct interaction with :

- (a) End consumers. (b) Wholesalers.
(c) Marketers. (d) Media.

2 Income statement is also known as :

- (a) Balance Sheet. (b) Trial Balance.
(c) Profit and Loss account. (d) All of the above.

3 Just in time is an :

- (a) Indian technique. (b) American technique.
(c) Japanese technique. (d) Russian technique.

4 The task of using budgets as a means of controlling financial activities is known as :

- (a) Budgeting. (b) Budgetary control.
(c) Income statement. (d) Asset management.

5 Placement means :

- (a) Selecting candidates. (b) Rejecting candidates.
(c) Offering job to the candidate. (d) Training to candidates.

Fill in the blanks :

- 6 FMCG means _____.
7 Quick ratio is calculated by _____.
8 EOQ means _____.
9 BEP stands for _____.
10 SWOT analysis stands for _____.

(10 × 1 = 10 marks)

Turn over

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

- 11 What are convenient stores ?
- 12 What is full cost pricing ?
- 13 What is Chain store ?
- 14 What do you mean by vertical marketing system ?
- 15 What is department store ?
- 16 What is budgeting ?
- 17 What are current assets ?
- 18 What is VED analysis ?
- 19 What is packaging ?
- 20 What is direct selling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

- 21 What are the functions of retailers ?
- 22 Discuss the contribution of retailing to the Indian economic scenario.
- 23 Discuss the factors that contributed to the change in the retail sector in India.
- 24 Discuss the factors involved in the evaluation of specific areas for retail location.
- 25 What are the considerations which influence the formation of the retail price decisions ?
- 26 What are the types of retail sales promotion programmes ?
- 27 Discuss the role and responsibilities of a merchandiser.
- 28 Explain the objectives of retail Sales promotion program ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

- 29 Discuss the classification of store based retail formats.
- 30 Briefly explain the merchandise buying and handling process.
- 31 Explain the reasons for retail growth in India.

(2 × 15 = 30 marks)