

Total No. of Questions : 5]

SEAT No. :

PC1107

[6316]-110

[Total No. of Pages : 2

S.Y. B.B.A.

306 A : RETAIL MANAGEMENT
(CBCS 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Fill in the Blanks :

[5]

- a) _____ is the sale of goods and services to final consumers.
- b) _____ includes various functions of planning, organizing and coordination of activities.
- c) _____ refers to display of goods in a store.
- d) _____ are large format retail stores in a city.
- e) _____ refers to group of stores run under single ownership.

Q2) Match the following :

[5]

- | | |
|--------------------------------|---------------------------------|
| a) Market Segmentation | i) Layout and Plans. |
| b) Demography | ii) Novel Retailing Experience. |
| c) Store Facade | iii) Chatbots. |
| d) Augmented Reality | iv) Identify Target Customers. |
| e) Virtual Assistant Softwares | v) Study of Human Population. |

P.T.O.

Q3) Answer any 1 out of 2 questions : [10]

- a) Define Retailing. Explain the concept and scope of retailing in brief.
- b) What is market segmentation ? Why identifying customer needs is important?

Q4) Answer any 1 out of 2 Questions : [15]

- a) Explain the different types of Retailers in brief.
- b) What are the Merchandise plans and strategies adopted by organizations in Retailing?

Q5) Write any 3 short notes out of 5. [15]

- a) Brand Building
- b) Retail Merchandising
- c) Product Positioning
- d) Pop- Up Shops
- e) Augmented Reality

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