

Total No. of Questions : 5]

PD1397

SEAT No. :

[Total No. of Pages : 2

[6440]-510

S.Y.B.B.A.

**306-A: RETAIL MANAGEMENT
(2019 CBCS 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) _____ refers to unorganized retail stores in India.
- b) _____ refers to huge multi store retail stores located in cities.
- c) _____ refers to stop over stores.
- d) _____ refers to online purchasing.
- e) _____ is an example of organized retailing.

Q2) Match the Following. [5]

- | | |
|--------------------------|---------------------------|
| a) In-Store Dynamics | i) Merchandising |
| b) Strategic Positioning | ii) Customer Segmentation |
| c) Display of Goods | iii) Layout and Plans |
| d) Augmented Reality | iv) Retail Strategy |
| e) Horlicks for Women | v) Future of Retailing |

Q3) Answer Any 1 out of 2 questions. [10]

- a) Define Retailing. Explain the structure of Retail Industry in India.
- b) Explain the Retail Life Cycle in brief.

P.T.O.

Q4) Answer Any 1 out of 2 questions.

[15]

- a) Explain the Product and Branding Strategies used in retailing sector by organizations.
- b) Explain the recent trends of retailing which are shaping the future of Retail Industry.

Q5) Write any 3 short notes out of 5.

[15]

- a) Omni Channel Retailing.
- b) Retail Merchandising.
- c) Product Positioning.
- d) Store Design.
- e) Any 2 types of Retailers.

