

Total No. of Questions—6]

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B.B.A. (Fifth Semester) EXAMINATION, 2016
516-B : MARKETING : RETAIL MANAGEMENT
(Specialization-II)
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

- N.B. :—** (i) Question No. 6 is compulsory questions.
(ii) Attempt any *four* from the remaining.
(iii) Draw figures or diagram wherever necessary.
(iv) Figures to the right indicate full marks.

1. Distinguish between Indian retail scenario and global retail scenario. [15]
2. Define store design. Explain types of store layout. [15]
3. What is meant by category management ? Explain the process of category management. [15]
4. Explain in detail outdoor advertisement for retailing. [15]
5. Define rural marketing in retail. Explain in detail emerging models in rural markets. [15]

P.T.O.

6. Write short notes (any *four*) :

[5×4=20]

- (a) Indian Malls Vs. Western Countries Malls
- (b) Growth strategy
- (c) Visual merchandising
- (d) Site location
- (e) Franchisee
- (f) E-tailing
- (g) Speciality stores.