

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester - VI****Subject Name: Retail Marketing****Subject Code: BBAM108****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1. (Very short) Attempt all.****(10x2=20)**

a.	What is meant by retail marketing?	CO1
b.	State any two objectives of retailing.	CO1
c.	Fill in the blank: Selling products through internet platforms is called _____.	CO1
d.	Name any two retail ownership formats.	CO1
e.	What is meant by customer footfall?	CO1
f.	True / False: Retailers deal directly with final consumers.	CO2
g.	Define organised retail sector.	CO2
h.	What is meant by service management in retailing?	CO2
i.	Mention any two examples of non-store retailing.	CO2
j.	What is merchandise assortment?	CO2

Q.2. Short notes / Short Answer Type (Attempt any five out of Seven)**(5x4=20)**

a.	Explain the role of retailing in the economic development of a country and discuss its contribution to employment generation, consumer satisfaction, and market expansion.	CO3
b.	Describe the classification of retail stores on the basis of ownership and explain various forms with suitable examples.	CO3
c.	Discuss the importance of customer service in retail outlets and explain how quality service helps in attracting and retaining customers.	CO3
d.	Explain the various types of retail locations and discuss their advantages and suitability for different kinds of retail businesses.	CO3
e.	Differentiate between product and service in retailing with reference to their characteristics, customer expectations, and marketing approach.	CO4
f.	Discuss the major drivers of retail change in India and explain how these factors are transforming the retail sector.	CO4
g.	Explain the emerging sectors in the Indian retail market and discuss their future growth opportunities.	CO4

Q.3. Structured Question (Attempt any three out of four)(3x10=30)

a.	(i), Define retailing. (ii) Explain the nature of retailing. (iii) Discuss the growing importance of retailing in the economy.	CO4
b.	(i), Explain ownership-based classification of retail outlets. (ii) Describe types of business organisation in retailing. (iii) Differentiate organised and unorganised retailing.	CO4
c.	(i), What is service quality in retailing? (ii) Explain the service-product concept. (iii) State long-term benefits of quality control in retailing.	CO5
d.	(i), What are retail formats? (ii) Explain modern retail formats in India. (iii) Discuss the role of E-tailing in retail business.	CO5

Q.4. Long Answer / Essay type (Attempt any two out of three) (2x15=30)

a.	A fashion retailer plans to start a new showroom in Rishikesh. One option is a prime market road with high rent and heavy competition, while the other is a developing suburb with lower rent and increasing population. (i) Discuss various factors influencing store location decisions. (ii) Explain the process of selecting the most suitable retail location.	CO5
b.	An industry report shows that increasing disposable income, urbanisation, and digital awareness have changed shopping habits in India. Consumers now prefer convenience, branded goods, and better shopping experiences. (i) Explain the major drivers of retail change in India. (ii) Discuss the effect of changing income levels and consumption patterns on retail trade.	CO6
c.	An international retail chain wants to invest in India through partnership with a domestic company. Supporters believe it will improve supply chains, while critics worry about pressure on local shopkeepers. (i) Explain the concept of Foreign Direct Investment (FDI) in retail. (ii) Analyse the benefits and challenges of FDI for the Indian retail sector.	CO6
