

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : V
SESSION : MO/2023**

SUBJECT: MT318 RETAIL MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
-

		CO	BL
Q.1(a)	Define the term Retail and explain the economic significance of retailing in India.	[5] 1	2
Q.1(b)	Explain the difference between Organized and Unorganized Retail Sector. Do you think that the Organized Retail sector in India has grown? If yes, what are the reasons behind the growth.	[5] 2	4
Q.2(a)	What do you understand by store based Retailing and Non-store based retailing? Distinguish between convenience store and Hyper market.	[5] 2	1
Q.2(b)	Explain the role of E-Retailing in retail business with suitable examples.	[5] 4	3
Q.3(a)	"Location is the most important factor in retail business" Elaborate.	[5] 3	5
Q.3(b)	As a Marketing manager of a self-service grocery retail chain, which type of store layout would you prefer ? Justify your choice.	[5] 2	2
Q.4(a)	Explain the responsibilities of a Retail store manager. "Proper inventory management leads to profit maximization of a retail store" comment.	[5] 5	4
Q.4(b)	Explain the need and benefits of application of IT in retailing.	[5] 4	5
Q.5(a)	Discuss the various elements of Retail Promotion mix. Distinguish between advertising and public relation.	[5] 1	2
Q.5(b)	How Relationship marketing is beneficial in retail business? Discuss.	[5] 2	5

:::01/12/2023 M:::