

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

**CLASS: BBA**  
**BRANCH: MANAGEMENT**

**SEMESTER: V**  
**SESSION: MO/2024**

**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.

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Q.1(a)	What do you understand by retailing? Discuss the special characteristics of retailing.	[5]	1
Q.1(b)	Outline the present FDI norms of the Indian retail sector. Differentiate between organised and unorganised retailing.	[5]	1
Q.2(a)	Distinguish between Full-Line Discount Store and Traditional Department Store.	[5]	2
Q.2(b)	Discuss the different types of retail institutions based on ownership.	[5]	3
Q.3(a)	“Right Store Location leads to high consumer traffic as well as more business for a retail store”. Comment with suitable examples.	[5]	3
Q.3(b)	What is Store Layout? Highlight its importance and explain any two types of retail store layout.	[5]	2
Q.4(a)	Briefly elaborate the different ways of Cost control & Inventory Control for a retail store.	[5]	4
Q.4(b)	Explain the role of a Retail Store Manager in bringing growth and success for a retail store.	[5]	3
Q.5(a)	What do you understand by Retail Promotion Mix? Discuss the various elements of retail promotion mix.	[5]	2
Q.5(b)	Design an advertising campaign for a retail chain selling readymade garments in Jharkhand	[5]	6

:::::::21/11/2024:::::::M