

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION MO/2024)**

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

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

**SUBJECT: MT318 RETAIL MANAGEMENT**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a) What is retailing? Outline its scope and importance.	[2]	1	2
Q.1(b) Describe the special characteristics of retailing.	[3]	1	2
Q.2(a) What is FDI? Outline the FDI norms presently applicable for the Indian retail sector.	[2]	1	2
Q.2(b) "Present retail environment in India is attracting domestic & international retailers". Comment with suitable examples.	[3]	1	6
Q.3(a) Distinguish between a specialty store & traditional department store.	[2]	2	5
Q.3(b) Explain retail institutions based on ownership.	[3]	2	2
Q.4(a) What is a convenience store? Outline its characteristics.	[2]	2	2
Q.4(b) "E- retailing is witnessing high growth in India". Comment with examples.	[3]	2	6
Q.5(a) What do you understand by store layout? Discuss its importance.	[2]	3	1
Q.5(b) Discuss the role of Store Location in increasing the business of a retail store.	[3]	3	2

:20/09/2024:M