

**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

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