

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : V/ADD
SESSION : MO/2025

SUBJECT: MN421 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)	Define retailing and discuss its special characteristics.	[2]	1 2
Q.1(b)	“Retailing has emerged as the second biggest employer after agriculture in India”. Comment highlighting the economic significance of retailing in India.	[3]	1 4
Q.2(a)	Differentiate organised and unorganised retailing.	[2]	1 3
Q.2(b)	“Foreign Direct Investment in Indian Retail Market boosted its growth.”. Comment with suitable examples and highlight the present FDI norms.	[3]	1 4
Q.3(a)	Name the different retailing formats based on ownership and explain any one of it.	[2]	2 2
Q.3(b)	“E-retailing is being given preference by retailers in India”. Comment with suitable reasons and examples.	[3]	2 4
Q.4(a)	Differentiate between a Conventional Supermarket and a Traditional Department store.	[2]	2 3
Q.4(b)	Distinguish between store-based and non-store based retailing	[3]	2 3
Q.5(a)	What do you understand by store layout?	[2]	3 2
Q.5(b)	Discuss the factors affecting store location.	[3]	3 2

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