

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : VI
SESSION : SP/2025**

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)	Highlight special characteristics of retailing as an offering .	[5] 1	1
Q.1(b)	Throw light on economic significance of retailing with special context of India.	[5] 3	2
Q.2(a)	Discuss broadly the drivers for the emergence of the organized retailing and new retail formats in the Indian retail industry.	[5] 2	3
Q.2(b)	“E-tailing presents an opportunity for driving sales revenue”. Discuss.	[5] 2	3
Q.3(a)	Discuss the factors that a retailer should consider before selecting a final site for locating their store.	[5] 3	2
Q.3(b)	Explain Grid and Loop store layout highlighting their advantages.	[5] 3	2
Q.4(a)	What are the duties and responsibilities of a store manager ?	[5] 4	2
Q.4(b)	Enumerate the challenges of the retail sector in terms of manpower recruitment.	[5] 4	3
Q.5(a)	State the significance of retail promotion strategy in the entire retail marketing mix.	[5] 5	2
Q.5(b)	What is the role of sales promotion and personal selling in the Indian retailing sector.	[5] 5	2

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