

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

**CLASS: BBA
BRANCH: MGT.**

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

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
-

		CO	BL
Q.1(a)	Specify the special characteristics of retail service.	[2]	1 2
Q.1(b)	Highlight the economic significance of retailing in India.	[3]	1 2
Q.2(a)	Differentiate Organised retail from Unorganised retail.	[2]	1 3
Q.2(b)	Explore the future prospects of retailing in India.	[3]	1 4
Q.3(a)	Discuss Non-Store based retailing formats with examples.	[2]	2 2
Q.3(b)	Elaborate on types of retail formats on the basis of their location and the merchandise variety with the help of an example (retail store) from your city.	[3]	2 4
Q.4(a)	State the importance of store layout on the business goals of the retail unit.	[2]	3 1
Q.4(b)	Highlight the factors behind deciding the store location.	[3]	3 2
Q.5(a)	Enumerate the types of retail store layout giving examples.	[2]	3 2
Q.5(b)	State the differences among retail units operated under the following types of ownership structure: chain, franchising and joint venture.	[3]	2 2

:27/02/2025::E