



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SIXTH SEMESTER – APRIL 2022

16/17/18UBU6MS02 – RETAIL MANAGEMENT

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

1. Who is a Retailer?
2. Distinguish between consumer and customer.
3. What do you mean by chain store?
4. What are Kiosks?
5. Write about customer acquisition.
6. What is franchising?
7. What do you mean by retail logistics?
8. Write a note on Retail Park.
9. What do you mean by service recovery?
10. What is location area?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

11. Bring out the differences between superstore and hypermarket.
12. Describe the problems of organized retailing in India.
13. Explain the layout planning process.
14. Distinguish between the region and market area in making location decisions.
15. Explain a few non-traditional retail formats.
16. Briefly explain the various kinds of sales promotion.
17. State the reasons for consumers buying through the internet.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

18. Explain the factors which illustrate the growing importance of the retail sector.
19. Highlight the impact of online in retailing. Discuss the emerging trends in online retailing.
20. Briefly explain the measures used for measuring the performance of retail store space.
21. Define pricing and elaborate various retail price strategies.
