



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SIXTH SEMESTER – APRIL 2023

16/17/18UBU6MS02 – RETAIL MANAGEMENT

Date: 12-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL Questions

(10 x 2 = 20 Marks)

- 1 Define “Retailing”.
- 2 Who are non-store retailers?
- 3 State any two needs for multi-channel retailing.
- 4 What is a Distribution Channel?
- 5 List out the different classification of Customer Segments.
- 6 Define “Brand Positioning”.
- 7 What is Retail Strategy?
- 8 Write a note on Target Market.
- 9 Define “Store Layout”.
- 10 What do you understand by Visual Merchandising?

PART – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

- 11 Elucidate the process of Retail Management.
- 12 Explain the various types of Retail Ownership.
- 13 How do multi-channel retailers provide value to customers?
- 14 Illustrate the challenges of Multichannel Retailing.
- 15 Describe the Buying Decision Process.
- 16 Elucidate the important types of Stores Layout used in Retail Outlet.
- 17 Describe the components of Visual Merchandising.

PART – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

- 18 Explain the various types of non-store retailers and their importance with suitable examples.
- 19 Explain the factors influencing buying decision in detail.
- 20 How would you build a sustainable competitive advantage in retailing?
- 21 Elaborate the various methods of communication with customers adopted in a retail market with illustrations.

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