

GBCS SCHEME

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18TX752

Seventh Semester B.Tech. Degree Examination, July/August 2022 Retail Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. What is retail management and explain the characteristics of retail management. (10 Marks)
b. Explain the types of retail formats. (10 Marks)

OR

- 2 a. Discuss the customer buying behaviour. (10 Marks)
b. What is FDI? Explain FDI in retailing. (10 Marks)

Module-2

- 3 a. Define retail market segmentation. Explain the retail market segmentation types. (10 Marks)
b. Discuss about social marketing in retail management. (10 Marks)

OR

- 4 a. Explain the factors affecting pricing. (10 Marks)
b. What is sales promotion? Explain different sales promotion tools. (10 Marks)

Module-3

- 5 a. Explain strategic retail planning process. (10 Marks)
b. Discuss the objectives of good store design. (10 Marks)

OR

- 6 a. Analyze the factors affecting the location in retail management. (10 Marks)
b. Discuss about the strategies in retail promotion. (10 Marks)

Module-4

- 7 a. What is store management in retail? Explain the responsibilities of stores manager. (10 Marks)
b. Explain the term store security and also the problems for parking in retail centres. (10 Marks)

OR

- 8 a. Discuss the accounting system and coding system in retail management. (10 Marks)
b. Explain the role of visual merchandizing techniques. (10 Marks)

Module-5

- 9 a. Explain the work of social responsibilities in retail management. (10 Marks)
b. Discuss the problems during retail audit. (10 Marks)

OR

- 10 a. Explain with the help of a graph the retail life cycle. (10 Marks)
b. Discuss about the multi-channel retailing. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.