

Subject Code:-BHMT 781

Roll No. _____

Odd SEMESTER EXAMINATION, 2022-23

BHMCT- 7th Sem. Year- 4th

Subject Name- Retail Management

Time- 3 hrs.

Max. Marks- 100

Note- Attempt all question. All Questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.

Ques. 1 Answer any four Questions of the following.

4x5=20

- a) Define retail management also explain its importance.
- b) Define warehousing
- c) Explain in detail the RMIS.
- d) What are departmental stores give 2 examples.
- e) Explain the various functions of a retailer.

Ques. 2 Answer any four Questions of the following.

4x5=20

- a) What do you understand by inventory list down its importance?
- b) Explain the different retail formats.
- c) What is retail operation management and airport retailing?
- d) Explain the various kinds of sale promotion activities used by the retailers.
- e) What are the various stages of retail life cycle?
- f) List the roles of retail operation manager.

Ques. 3 Answer any Two Questions of the following.

2x10=20

- a) What is supply chain management? Also explain the steps involves in supply chain management.
- b) What are the various drivers of success in the retail sector?
- c) What are the various factors which influence the retail pricing?

Ques. 4 Answer any Two Questions of the following.

2x10=20

- a) What factors must be considered while analyzing a trading area?
- b) Explain the legal and ethical issues in retail industry.
- c) Define online retailing, retail auditing, global retailing, and pricing.

Ques. 5 Answer any Two Questions of the following.

2x10=20

- a) What are the challenges faced by retail sector in India
- b) Describe the GAP model used in service industry.
- c) Explain in detail about the types of retail locations.