

B.B.A. Sem-VI
BBA363 - Retail Sale Management-II

P. Pages : 1

Time : Three Hours



GUG/S/19/815

Max. Marks : 80

-
- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

- | | | | |
|-----------|--------------------|--|----|
| 1. | a) | Explain branding strategies. | 8 |
| | b) | Steps in merchandising buying. | 8 |
| OR | | | |
| | c) | What is branding explain the various types of branding. | 16 |
| 2. | a) | Explain the element and concepts of retail price. | 8 |
| | b) | What is gross margin return on investment. | 8 |
| OR | | | |
| | c) | Explain the various approaches to a pricing strategy and adjustment to retail price. | 16 |
| 3. | a) | Explain the components of retail operation. | 8 |
| | b) | Discuss management inventory & display. | 8 |
| OR | | | |
| | c) | What is store administration and management of premises explain. | 16 |
| 4. | a) | What is S.T.P. approach. | 8 |
| | b) | What is pop and retail communication mix. | 8 |
| OR | | | |
| | c) | Describe visual merchandising and retail store design and store layout. | 16 |
| 5. | Write short notes. | | |
| | a) | Category management. | 4 |
| | b) | Pricing strategies. | 4 |
| | c) | Alliances & partnerships. | 4 |
| | d) | Store layouts. | 4 |
