

S.No. 1513

08UBAE04/08UBXE05

(For the candidates admitted from 2008–2009 onwards)

B.B.A. DEGREE EXAMINATION, APRIL/MAY 2018.

Sixth Semester

RETAIL MARKETING MANAGEMENT

(Common for BBA (CA))

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is buying?
2. What is modern retail marketing?
3. Mention the components of retail marketing mix.
4. State any two differences between selling and marketing.
5. What is standardization?
6. Define Storage.
7. What do you mean by positioning?

8. Define 'Market Segmentation'.  
9. What is product mix?  
10. What is product life cycle?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) State the Evolution of retail marketing.  
Or  
(b) Bring out the reasons for failure for the retail business.
12. (a) Distinguish between buying and assembling.  
Or  
(b) State the merits of road transports.
13. (a) What are the differences between storage and warehousing?  
Or  
(b) Bring out the importance of risk bearing.
14. (a) How do you differentiate consumer goods from industrial goods?  
Or  
(b) What is need for market segmentation?

15. (a) Write notes on product mix decision.

Or

- (b) State the essentials of retail sale forecasting.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the reasons for survival of retailers and services provided by them to wholesalers and consumers.
17. Describe the major retail outlets with examples.
18. What do you understand by retail market information? Explain its components.
19. Examine the factors influencing the buyer behaviour.
20. Explain the steps in the process new product development.