

S.No. 1326

12UBAE07

(For the candidates admitted from 2012-2013 onwards)

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

Sixth Semester

RETAIL MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define retail marketing.
2. What is hyper market?
3. What is meant by the term selling?
4. “Containers” - Write a short note.
5. Note down briefly - “Grading”.
6. What is “Risk”?
7. What are the bases of market segmentation?
8. Product positioning-brief out the term.

9. State briefly about the term "sales forecast".

10. What is product line?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the features of retailing?

Or

(b) "Retail Marketing Mix" - Discuss briefly.

12. (a) What is transportation and state its features?

Or

(b) State the important factors to be considered in buying.

13. (a) Examine the various kinds of risks.

Or

(b) What are the limitations of standardization?

14. (a) How do you explain the term "Market Segmentation"?

Or

(b) Buying motives of industrial customer - Describe.

15. (a) What are the methods of sales forecasting?

Or

(b) Durable and non durable products. Describe.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate the importance of "Retail Marketing".

17. Explain in detail the various kinds of "Buying".

18. Describe elaborately the important functions of storage.

19. "Buyer Behaviour in Retailing" - Narrate.

20. Discuss - "New Product Development Process".