

B.B.A.(with Credits)-Regular-Semester 2012 Sem V  
**BBA343 - Retail Sales Management**

P. Pages : 1

Time : Three Hours



**GUG/W/16/2936**

Max. Marks : 80

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

1. a) Explain the Role of Retailer in India. 8  
b) State the classification of the Retail Sector. 8

**OR**

- c) State the changing Retail landscape and give the reasons for the changing Retail landscape. 16  
2. a) Explain the impact of social development on the Retail formats. 8  
b) Explain the Retail life cycle. 8

**OR**

- c) State the phases of growth of Retail markets and classification of Retail store. 16  
3. a) Discuss the factors influencing the Retail shoppers. 8  
b) Explain the consumer decision making process. 8

**OR**

- c) Explain the tools which are used for understanding Retail market and consumer. 16  
4. a) State the importance of store location. 8  
b) Write the factors affecting on Retail merchandising. 8

**OR**

- c) Narrate the functions of merchandising Manager and Buyer. 16  
5. Write short notes :  
a) Functions of Retailer. 4  
b) Super Market. 4  
c) Importance of market research. 4  
d) Trends in Retail property development in Nagpur. 4

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