Roll No. of Pages: 02

Total No. of Questions: 08

BBA (Sem.-6) RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18 M.Code : 79350

Time: 2 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE question(s), each question carries 12 marks.

- 1. Retail format is a store package that retailer presents to the Shopper. Comment explaining different retail formats. Which retail format do you think can succeed in India?
- 2. Understanding consumer behavior is critical for a retail business in order to develop effective marketing strategies. Comment explaining the different factors affecting consumer buying behaviour in retail industry.
- 3. a. In retail business, selecting the wrong retail location and the right site could be the difference between business failure and success.
 - b. Discuss explaining the factors affecting retail location decisions.
- 4. Being a HR manager in a retailing company, how will you motivate your subordinates? Elaborate different techniques/methods that you will use.
- 5. Being an expert in layout and design of retail store "make a report on the various essential components of a good store design".
- 6. "Communication is an integral part of the retailer's marketing strategy. It informs the customers about the retailer, his merchandise also builds store image". Comment on the statement explaining retail communication mix in detail.
- 7. Supply Chain Management has a crucial role to play in modern retailing. Discuss the statement highlighting its importance and the factors to be considered in Retail Supply Chain Management.
- 8. Write a note on the growing role of efficient logistics management in Indian retail industry with relevant examples.

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