

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18

M.Code : 79350

Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : **Units-I, II, III & IV**.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Answer Briefly :
 - a) E-tailing
 - b) Reverse logistics
 - c) Supply chain optimization
 - d) Department stores
 - e) Extensive decision-making
 - f) Reference groups
 - g) Target Marketing
 - h) Estimating demand
 - i) Competitive advantage
 - j) Customer loyalty

SECTION-B

UNIT-I

2. Retailing is an important sector of the economy. Discuss the economic significance of retailing in detail and explain how it contributes to the growth of the economy.
3. The changing scenario of retail has brought about a shift in customer buying behavior. Discuss the social factors that influence buying decisions in retailing and explain how retailers can adapt their strategies to cater to these factors.

UNIT-II

4. Retail strategy is crucial for the success of any retail business. Discuss the components of a retail strategy and explain how retailers can use it to gain a competitive advantage in the market?
5. Human resource management is an important aspect of retailing that can lead to a competitive advantage. Discuss the role of HRM in gaining a competitive advantage in retailing, and explain how retailers can design an effective retail organization structure and motivate retail employees?

UNIT-III

6. Merchandise management is a critical function in retailing. Discuss the planning and buying processes for merchandise management, and explain how retailers can use them to ensure optimal inventory levels and profitability?
7. Store management is crucial for the success of any retail business. Discuss the key elements of store management, including store layout, design, and visual merchandising, and explain how retailers can use these elements to create a positive shopping experience and attract customers to their stores?

UNIT-IV

8. Logistics plays a crucial role in the economy of a country. Discuss the role of logistics in the economy and explain. How logistics management can contribute to economic growth and development.
9. Supply chain and logistics management face various challenges in the current business environment. Discuss the challenges faced by supply chain and logistics management, and explain how these challenges can be overcome to achieve optimal performance?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.