

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA612-18

M.Code : 79350

Date of Examination : 22-05-2025

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) What are the characteristics of Retailing?
- b) Why is the location the most important factor in retailing?
- c) What do you mean by store design?
- d) What are the types of buying decisions in retail?
- e) Define store merchandise management.
- f) Give any four characteristics of a chain store.
- g) Define multi-channel retailing.
- h) What is meant by E-tailing?
- i) Distinguish between organized and unorganized retail formats.
- j) What are the reasons for the rise of retailing?

SECTION - B

UNIT - I

2. Explain customer buying behavior in retail and the factors influencing buying decisions.
3. Describe the different types of retailing/retailing format (store-based and non-store based) in India along with their functions.

UNIT - II

4. Discuss the importance of site selection in retail and the factors affecting the choice of retail location.
5. Explain the role of HRM in designing the organization structure and motivating the employees.

UNIT - III

6. Explain the concept of store management and discuss various store layout and design strategies.
7. Explain the objectives of Merchandising. What are the considerations a retailer should keep in mind while merchandise planning?

UNIT - IV

8. Discuss the challenges in supply chain logistics and how logistics functions contribute to business efficiency.
9. Define supply chain management and explain the differences between logistics and supply chain management.

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.