



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**RETAIL MANAGEMENT**

**Time: 3 Hours**

**BBA 3449/3550**

**Max. Marks: 75**

**Answer Any Five questions**

**5x15 = 75 Marks**

1. Define retailing. Elaborate on the major drivers of retailing in India.
2. Discuss in detail the challenges to retail development in India.
3. Enumerate on the factors affecting consumer decision making.
4. Briefly elaborate on the steps in designing retail sales promotions.
5. What is store layout? Write a brief note on types of store layout.
6. Explain the factors influencing retailer's choice of location.
7. Discuss in detail the process of category management.