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2020

SDCBB406

IV Semester B.B.A. Degree Examination, June / July - 2026

(SEP Scheme 2024 Freshers and Repeaters)

BUSINESS ADMINISTRATION

Retail Management

Paper - 4.6(C)

Time : 3 Hours

Maximum Marks : 80

Instructions :

Answers should be written in English only.

SECTION - A

Answer any FIVE of the following sub-questions. Each sub-question carries 2 marks.

(5×2=10)

1. a) Define store retailing.
- b) What is retail branding?
- c) What is impulse buying?
- d) Define Stock Keeping Unit (SKU).
- e) What is franchisor?
- f) What is discount pricing?
- g) Define store image.

SECTION - B

Answer any THREE of the following questions. Each question carries 6 marks.

(3×6=18)

2. Explain types of non-store retailing.
3. Discuss factors affecting store atmosphere.
4. Write a note on retail logistics.
5. Explain buyer's role in merchandise management.
6. Discuss legal and ethical issues in retailing.

[P.T.O.]

**SECTION - C**

Answer any THREE of the following questions. Each question carries 14 marks.
(3×14=42)

7. Explain challenges faced by Indian retail industry.
8. Discuss store design elements and their impact on sales.
9. Explain Customer Relationship Management (CRM) in retailing.
10. Analyze retail branding strategies including private labels.
11. Explain emerging trends in retailing such as digital and experiential retailing.

SECTION - D

Answer the following question. It carries 10 marks. **(1×10=10)**

12. a) An online retail company has recently been experiencing a steady decline in customer satisfaction and repeat purchases. Customer feedback and online reviews reveal two major concerns: frequent delays in product delivery and poor quality upon arrival. Many customers have reported receiving damaged, defective, or incorrect items, while others have complained about shipments arriving much later than the promised delivery dates. These issues have not only affected the company's brand image but have also resulted in increased product returns, refunds, and loss of customer trust.

Further investigation indicates possible inefficiencies in the company's supply chain management, lack of coordination with logistics partners, inadequate quality control measures, and ineffective inventory management systems. Additionally, the company seems to lack a robust customer service mechanism to address complaints promptly and effectively.

Questions:

- i) Identify and explain the key problems faced by the online retail company in terms of operations, logistics, and customer service.
 - ii) Discuss how the company can enhance customer satisfaction and rebuild its brand image.
- b) Discuss site selection criteria of retail stores in detail.
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