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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations - November 2024

Semester: V

Date: 06-11-2024

Course Code: BBA3023

Time: 9:30am – 11:00am

Course Name: Retail Management

Max Marks: 50

Program: BBA

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5QX2M=10M

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|---|--|---------|----------|-----|
| 1 | Define retailing. | 2 Marks | Remember | CO1 |
| 2 | List the non-store retailing formats. | 2 Marks | Remember | CO1 |
| 3 | List the elements of a retail store mix. | 2 Marks | Remember | CO2 |
| 4 | Define trading area. | 2 Marks | Remember | CO2 |
| 5 | Outline the Huff- gravity model for estimating potential sales for a retail store. | 2 Marks | Remember | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|---|----------|-------|-----|
| 6 | “A proper merchandise plan is crucial for retailers as it helps maximize profitability by stocking the right products in the right quantities at the right time. In today’s fast-paced retail environment, merchandise planning is essential for retailers to remain competitive and meet customer expectations”. Examine the merchandise planning process. | 10 Marks | Apply | CO2 |
|---|---|----------|-------|-----|

or

7	TargetX Corporation is planning to set up retail stores in India. Illustrate the analysis that needs to be undertaken while conducting a situational audit.	10 Marks	Apply	CO2
8	“A poor location may be such a liability that even super retailers cannot overcome it.” Prepare a list of factors that retailers need to consider before they select a site for the retail store	10 Marks	Apply	CO2
or				
9	Examine the various types of locations available for a retailer when they plan to set up a store.	10 Marks	Apply	CO2
10	Explain the types of retailers based on ownership.	10 Marks	Understand	CO1
or				
11	Explain the types of retailers based on retail mix.	10 Marks	Understand	CO1
12	“The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players”. Review the social and economic significance of retailing	10 Marks	Understand	CO1
or				
13	Summarize the role of retailers in a supply chain.	10Marks	Understand	CO1