



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 12-12-2025

Time: 01:00pm- 04:00pm

School: SOC / SOM (UG)	Program: BBA		
Course Code: BMK3002	Course Name: RETAIL MANAGEMENT		
Semester: V	Max Marks: 100	Weightage: 50%	

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

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.

10Q x 2M=20M

1.	Name any two examples of non-store retailing methods.	2 Marks	L1	CO1
2.	What does the term "vertical marketing system" refer to?	2 Marks	L1	CO1
3.	Mention any two applications of geo-fencing in retail.	2 Marks	L1	CO2
4.	Name any two techniques used in neuromarketing.	2 Marks	L2	CO2
5.	What is category management in retail?	2 Marks	L2	CO3
6.	State one objective of merchandise planning.	2 Marks	L2	CO3
7.	What is meant by store atmospherics?	2 Marks	L3	CO4
8.	Mention one recent trend in Indian retailing.	2 Marks	L3	CO4
9.	Define price lining in retail.	2 Marks	L3	CO4
10.	What is odd pricing in a retail context?	2 Marks	L3	CO4

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain the concept of retailing. Describe its importance in the modern economy.	07 Marks	L1	CO1
Or				
12.	Explain the meaning of a retail strategy mix and describe the major components that make up this mix. Provide a brief outline of each component.	07 Marks	L1	CO1
13.	Explain in detail the Huff Gravity Model and demonstrate its uses in trading area analysis, competitor analysis, and store portfolio management.	07 Marks	L1	CO2
Or				
14.	List and explain any three types of retailers based on ownership.	07 Marks	L1	CO2
15.	Assess the challenges and opportunities in merchandise management with reference to planning, buying, and controlling merchandise in a competitive retail environment.	07 Marks	L2	CO3
Or				
16.	How is the sales forecasting process used in merchandise management? Illustrate with examples.	07 Marks	L2	CO3
17.	Explain the importance of space management in a retail store and the tools used for effective space allocation.	07 Marks	L2	CO4
Or				
18.	Describe the visual merchandising techniques commonly used by modern retailers to improve store traffic and sales.	07 Marks	L2	CO4
19.	Discuss various approaches to reducing inventory shrinkage in retail operations.	07 Marks	L3	CO4
Or				
20.	Analyse the role and importance of the retail promotion mix. Discuss its elements and evaluate the impact of recent trends in retailing on promotion strategy.	07 Marks	L3	CO4

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	A clothing manufacturer decides to sell directly to customers through an online platform instead of using distributors. Question: Which retailing method does this represent and what advantages does it offer?	15 Marks	L1	CO1
22.	“Fashion Avenue,” a mid-range apparel retailer, is planning to open new outlets in South India. The management is torn between opening	15 Marks	L1	CO2

	<p>stores in high-street shopping areas or within premium malls. High-street stores offer higher visibility and lower rent but limited parking and customer comfort. Mall locations, on the other hand, ensure steady weekend traffic but come with higher lease costs and competition.</p> <p>Question:</p> <p>As a retail consultant, analyse the key factors influencing retail location decisions for Fashion Avenue. Recommend which location strategy they should adopt and justify your answer based on consumer behaviour, cost considerations, and brand positioning.</p>			
23.	<p>Discuss the various methods of sales forecasting and evaluate their suitability for a retail organization operating in a highly competitive market. Provide relevant examples.</p>	15 Marks	L2	C03
24.	<p>“MegaMart,” a hypermarket chain, plans to open a new outlet in a developing suburb of Bengaluru. The area has growing residential communities but limited public transport and no major retail hubs yet. Some executives believe early entry will capture future demand, while others prefer established urban centres.</p> <p>Question:</p> <p>Evaluate the pros and cons of entering an emerging retail location early. Recommend whether MegaMart should open the store now or wait for market maturity, citing key retail location theories and risk factors.</p>	15 Marks	L2	C04
25.	<p>Discuss the process of vendor management in retail organizations and explain how effective vendor selection and evaluation contribute to overall supply chain efficiency.</p>	15 Marks	L3	C04