

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**2<sup>nd</sup> Internal Examination, BBA 5<sup>th</sup> Semester**  
**030030519 DSE3 Retail Management**

**Marks: 50**

**Time: 2 hrs.**

**Date: 13/10/2017**

**Q-1 Answer the following. (Any Five)**

**[10]**

1. Define visual merchandise.
2. What is price range?
3. Write the full name of EDLP.
4. State one factor affect to HR policy.
5. State the different types of layout used by retailers.
6. What is EDI?

**Q-2 Answer the following. (Any Two)**

**[20]**

1. Discuss the layout that would be suitable for a supermarket and departmental store.
2. How would the communications mix vary for a super market, departmental store and independent store?
3. Explain the role of customer relationship management in retail.

**Q-3 Answer the following in detail. (Any Two)**

**[20]**

1. Explain the various elements of store design.
2. Discuss the retail selling process in detail.
3. Briefly explain the various aspect of human resource functions in retail.