

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

**Marks: 50**  
**Time: 2 hrs.**  
**[10]**

**Date: 30/08/2017**

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

1. Define strategy.
2. Draw the wheel of retailing.
3. What is retail?
4. What is meant by franchising?
5. State the various stage of retail life cycle.
6. State any two functions of retailers.

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

**[20]**

1. Explain the following terms with Indian examples:
  - Hypermarket
  - Supermarket
  - Discount stores
  - Airport retailing
2. Explain ansoff's matrix for retailing with suitable example.
3. What are the factors affecting the retail shopper in case of shoppers wants to purchase high involvement product and low involvement product?

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

**[20]**

1. What are the various types of retail locations? Explain in detail.
2. Explain various drivers of retail change in India.
3. Discuss the advantages and disadvantages of franchising.