

2316

120

Class – B.Com Prof. VI

Subject – Retail Management

Paper – 622

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

1. Attempt any TEN out of following– 1×10=10

- (i) Describe Non-Store retailers.
- (ii) Components of Merchandise Management.
- (iii) Company Brand.
- (iv) Life cycle of retail.
- (v) Types of Headlines.
- (vi) Reilly's law of retail Gravitation.
- (vii) Brand Slogan.
- (viii) Business format franchise.
- (ix) Brand judgement.
- (x) Brand recall.
- (xi) Trademark.
- (xii) Brand management.

SECTION-B

Note : Attempt any Two out of following– 2×10=20

2. What is retail management? Explain importance and scope of retailing.

3. What do you mean by retail organising? Explain different retail formats.
4. What is retail location? Discuss factors affecting decision of store location.
5. Discuss the nature of category management. Explain the process of category management.

SECTION-C

6. Discuss Methods of evaluation of Brand equity.
7. Discuss the process of positioning a new brand in market.
8. What are the different approaches & Levels of Brand Loyalty?
9. Write note on
 - (i) Brand Positioning.
 - (ii) Technology in branding.
