

Exam. Code : 107306

Subject Code : 2080

B.Com. (Prof.) Semester-VI

BCP-622 : RETAIL MANAGEMENT

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

1. Describe any **TEN** of the following :

- (i) Retail Management
- (ii) Brand Equity
- (iii) Brand Management
- (iv) Brand Knowledge
- (v) Retail Format
- (vi) Brand Awareness
- (vii) Brand Name
- (viii) Retail Location
- (ix) Brand Performance
- (x) Customer service as a part of Retail Strategy
- (xi) Brand Positioning
- (xii) Merchandising.

1×10

SECTION—B

Note :- Attempt any **TWO** questions.

2. Which of the store-based retail format is most vulnerable to competition from the Internet retailers ? Why ?
3. What are the different kinds of problems faced by customers in traditional retailing ? How it has been replaced by modern retailing in India ?
4. Consider a retail store of your choice and measure the gaps in service.
5. What are the methods of evaluating a trading area ? Discuss. 2×10

SECTION—C

Note :- Attempt any **TWO** questions.

6. “Brands are basically built by advertising” is a misconception. Justify.
7. Explain with examples how brand equity is build through different brand management methods.
8. What are the different brand positioning strategies ?
9. Explain the factors affecting brand image. 2×10