

**Exam. Code : 107306**

**Subject Code : 2180**

**B.Com. (Prof.) 6th Semester**

**RETAIL MANAGEMENT**

**Paper : BCP – 622**

Time Allowed—3 Hours]

[Maximum Marks—50

**SECTION—A**

1. Describe any 10 of the following : 1×10

- (i) Retailing
- (ii) Retailer
- (iii) Retail Franchising
- (iv) Retail Location
- (v) Retail Merchandising
- (vi) Retail strategy
- (vii) Brand
- (viii) Consumer Based Brand Equity
- (ix) Brand name
- (x) Brand Loyalty
- (xi) Brand Resonance
- (xii) Brand Positioning

**SECTION—B**

**Note :-** Attempt any **two** questions. 2×10

2. What are the organized and unorganized formats available in retail sector ?
3. Explain how retail locations influence the buying decision of the customers.
4. Do you believe that customer service in retailing is improving or declining ? Why ?
5. How does the function of buying and merchandising vary depending on the size and type of organization ?

**SECTION—C**

**Note :-** Attempt any **two** questions. 2×10

6. Explain about the role of brands in consumer marketing.
7. What is the Strategic Brand Management Process ? Explain in detail.
8. What factors are taken into consideration while measuring the loyalty of a brand ?
9. How the marketer can build brand through Internet ? Justify your answer.