

B.B.A. Sem. IV Examination**Retailing (Marketing Group)**

Subject Code 20918

Time: 2.30 Hrs]**[Total Mark: 70**

1. What is Marketing Channel? Discuss types of marketing channel in detail. 14

OR

1. Write Note on following. 14

- Logistic of e-tailing
- Advantages of Supply chain management

2. What is retailing? Discuss nature and importance of retailing in detail. 14

OR

2. Discuss all types of retailing in brief. 14

3. Write Note on following: 14

- Retailing situation Analysis
- Retailing Positioning

OR

3. Write Note on following: 14

- Consumer Attitude process
- Understanding consumer demographic

- 4 What is "Trading area analysis"? Discuss site selection function with appropriate example. 14

OR

4. Write Note on following: 14

- Innovativeness and Assortment decision under merchandise plan
- Brand Decisions

5. Write Note on following: 14

- Building retail store image
- Retail promotion mix

OR

5. Write Note on following: 14

- Retail store atmosphere
- Retail store sales promotional activities