

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

00340

**June, 2015**

**BRS-019 : RETAIL MARKETING AND  
VISUAL MERCHANDISE**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any *five* questions. All questions carry equal marks.

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1. What is retailing ? Discuss about the retail strategy and structure. 20
  
2. You are the Marketing Manager of a food product company which is considering to enter into the Indian market. The retail system in India tends to be very fragmented. Also, retailers and wholesalers tend to have long term ties with Indian food companies which makes the distribution channel difficult. Discuss the distribution strategy for the company in the above stated situation. 20

3. In assessing the choice of the location which factors are considered by retailers and why ? 20
  4. Discuss the various objectives of store promotion. 20
  5. Discuss the various pricing strategies taken into consideration by the retailers. 20
  6. Explain the need and importance of website design with the help of suitable examples. 20
  7. Within 20 years retail markets have taken a very important place in India. Do you agree with this statement. Justify. 20
  8. Write short notes on the following : 10+10
    - (a) Careers in retailing
    - (b) Types of retail formats
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