ADMISSION NUMBER

School of Business
Bachelor of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UA510T - Retail Management

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1)	What are the opportunities available in retail management?	K1 (2)
2)	outline about the external factors influencing retail shopper behaviour.	K2 (4)
3)	Explain in detail about the Shopper profile analysis.	K2 (6)
4)	Choose the most effective visual merchandising techniques in retail management.	K3 (9)
5)	Applying data analytics in retail management can lead to improved decision-making. How can retailers effectively apply data analytics to enhance their operations?	K3 (9)
6)	Explain the key factors to be considered before setting up a mall .	K5 (10)
7)	Compare the different methods for organic growth and inorganic growth in retailing .	K4 (12)
8)	Evaluate te the role of inventory management in retail sector.	K5 (15)
9)	Explain the various factors affecting the choice of retail location.	K5 (15)
10)	Amazon uses a wide array of pricing strategies and concepts in its online shop, from general low- price positioning to highly dynamic, competition-oriented pricing and lock-in effects with concepts similar to loyalty programmes such as Amazon Prime and the penetration pricing strategy for the Kindle e-reader, which is sold at cost to drive sales of online content. Amazon Prime is a membership programme that gives members a number of advantages. Primarily, members of Amazon Prime receive standard deliveries without delivery fees (that means in India, one-day shipping on any item). In Germany, premium delivery has no fees or order minimum for Prime members. Furthermore, members can borrow one Kindle book each month and have unlimited access to Amazon's streaming video service. Amazon's dynamic pricing can be seen as an extreme case of high-low pricing policy. From this perspective, discuss the advantages and disadvantages of this pricing strategy.	K6 (18)