

Sub.: Fundamentals of Retail Management (BBA23-LS 417)

Time: 10.00 am To 12.30 pm

Q. 1. Choose the most appropriate option. (05)

- Q. 2. State True / False (05)**

- Q. 3. Write Short notes on (Any Three) (15)**

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Q. 4. Answer in detail (Any Two) (20)

1. Explain the new models of retailing that have emerged for success in the modern market.
2. Discuss the role of marketing decisions and labelling in retail success.
3. Analyze the key trends in wholesaling and their impact on the supply chain.
4. Describe strategies for building a high-performance wholesaler-distributor network.

Q. 5. Case study (15)

Scenario: A retail chain is experiencing competition from private labels introduced by other retailers. Their customer base is mostly women, and recent surveys show dissatisfaction with their customer service.

Questions:

1. How can the store improve its customer service to align with what women expect?
 2. What strategies should the store adopt to respond to the private label threat?
 3. How can marketing labels and decisions help the store rebuild customer trust?
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