

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER – 2025
SEMESTER - V
Sub.: Retail Management (BBA22-515MM)

Total Marks : 60**Time: 10.00 am To 12.30 pm**

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

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

1. Retailing involves selling goods and services directly to the _____.
 - a) Wholesaler
 - b) Consumer
 - c) Distributor
 - d) Manufacturer
2. The arrangement of fixtures and merchandise in a store is known as _____.
 - a) Visual merchandising
 - b) Inventory management
 - c) Supply chain layout
 - d) Retail pricing
3. Inventory turnover measures how quickly _____ is sold
 - a) Cash
 - b) Merchandise
 - c) Store space
 - d) Employees
4. Corporate Social Responsibility ensures retailers behave _____ toward society.
 - a) Profitably
 - b) Ethically
 - c) Competitively
 - d) Technologically
5. Retail market segmentation divides customers into groups based on shared _____.
 - a) Needs and characteristics
 - b) Store location
 - c) Pricing strategies
 - d) Inventory

Q. 2. State True / False (05)

- [illegible]

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

1. Types of Retailers
2. Retail Positioning Strategies
3. Pricing Strategies in Retail
4. Inventory Turnover Ratio
5. Retail Market Segmentation

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

1. Explain the evolution of retailing. How has the retail industry changed over the years?
2. Discuss the role of visual merchandising and its importance in retail stores.
3. What are ethical issues in retailing? Explain with examples.
4. Discuss the merchandise buying process and vendor selection criteria.

Q. 5. Case study (15)

FreshMart is a mid-sized retail chain selling groceries, electronics, and daily-use products. The stores attract many customers due to their modern layout and attractive visual displays. However, recently customers complained about long billing queues, poor stock availability, and untrained staff.

FreshMart used outdated inventory tracking methods and lacked proper technology-based systems. As competition increased, management realized the need to improve store layout efficiency, adopt better inventory control techniques, and invest in customer service training

Questions

1. Which aspects of store operations (layout, merchandising, customer service) require improvement at FreshMart?
 2. How can inventory management techniques like EOQ, barcoding, and automated stock tracking help FreshMart?
 3. Suggest CSR activities that FreshMart can adopt to improve brand image and customer trust.
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