



# SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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**SUBJECT: RETAIL MANAGEMENT**

**BBA - 6**

**PRELIMS PAPER**

**MARKS 70**

- Q.1 Explain the key features and importance of retailing in India. (20)  
OR  
Which are the challenges ahead for retail development in India. (20)
- Q.2 Define consumer behavior. Explain factors affecting retail consumer behavior. (20)  
OR  
Give brief idea about the types of Retail Modes/format. (20)
- Q.3: Explain the principles of visual merchandising. (15)  
OR  
Elaborate Functions & Importance of supply chain management. (15)
- Q.4 Explain Reasons, advantages & limitations of FDI in India. (15)  
OR  
Discuss concept of service marketing with its features Also give difference between goods & service. (15)