

Roll No :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B.B.A. (Part-III) Examination, 2021 RETAILING & RURAL MARKETING

(Group-M)

Paper - BBA-605

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

2 each

1. (i) What do you mean by Retailer ?
- (ii) What do you mean by Rural Retailing ?

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(1)

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- (iii) What is Retail Marketing ?
- (iv) What is the importance of IT in Retail Marketing ?
- (v) What do you mean by Price Lining ?
- (vi) What is Loss Leader Pricing ?
- (vii) What is the structure of Rural Market ?
- (viii) What is the meaning of Segmentation ?
- (ix) Define Sales Forces Management.
- (x) What do you mean by Agricultural Marketing ?

Section-B

10 each

- 2. Describe various trends in Retail Formats.
- 3. Write a detailed note on 'Retail Marketing Planning'.
- 4. Explain the various factors affecting Retail Pricing.
- 5. Describe various Rural Marketing Strategies in brief.
- 6. Write an essay on 'Cooperative Marketing'.

Section-C

20

- 7. "The success and failures of a store depends upon the well chosen location." In the light of this statement, discuss the various factors that are to be taken into consideration by you while making selection of retail site.