

School of Hospitality

Hotel Management

ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem VI - BMMH3042 - Retail Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain sales forecasting for any successful retail organization in Delhi – NCR. K5 CO5 (2)
2. Explain Probing, demonstration and trial with the help of your own experience and /or as per your theoretical knowledge. K4 CO4 (2)
3. Outline the importance of market demand forecasting in the retail business.. K2 CO2 (2)
4. Apply Promotional Strategy for a newly opened retail shop in your area ? K4 CO3 (2)
5. Relate and differentiate between retail and Marketing with the help of examples. K2 CO1 (2)
6. Examine life cycle in retails for goods and services , with the help of curves. K4 CO2 (5)
7. Compare the sales forecasting techniques and personal selling techniques with the help of suitable example/s. K6 CO5 (6)
8. Do analysis of Emerging Trends in Retailing ? How these trends can rejuvenate business. K4 CO1 (5)
9. Assess the impact of technological advancements on retail public relations, and evaluate the effectiveness of digital and social media channels in reaching and engaging stakeholders. K6 CO5 (8)
10. Compare and distinguish the use of Demonstration and Trial in the retail industry, and assess the advantages and disadvantages of each approach. K5 CO4 (8)
11. Assess the impact of government regulations on retail pricing, distribution, and promotion strategies and distinguish the key factors that retail organizations must consider to comply with these regulations. K5 CO3 (8)