**BBARM-055**

**Fifth Semester Bachelor of Business Administration (Retail Management),**

**Examination Aug/Sep-2015**

**Direct & Networking Planning**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

**Answer any five questions. (5\*5)**

1. What do you mean by margin Turn-Over?
2. Write in nutshell about Analytical Skills.
3. Define the term Location.
4. Enlist various Planning Individual Services.
5. Write in nutshell about the Flexibility.
6. Give a brief statement on the concept of Planning.
7. Enlist various Productivity objectives.

**SECTION-B**

**Answer any two questions. (10\*2)**

1. What is involved in a Retail career? Discuss the factors of Success in Retailing.
2. Elucidate the concept of Place-supply chain Management.
3. Explain the Socio-Economic categories of consumer groups.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. What is Franchise? What are its advantages and disadvantages?
2. Critically examine the Retail life cycle Theory.
3. Explain the Characteristics/features of Retailing.