



[31] Seat No: \_\_\_\_\_

No. of printed pages : 01

**SARDAR PATEL UNIVERSITY**  
**B.Com. (VI - Semester) Examination**  
**Wednesday, 12<sup>th</sup> April, 2023**  
**10.00 am - 1.00 pm**  
**UB06DCOM61 - Business Management - XI**

**Total Marks: 70**

**Note:** Figures to the right indicate marks.

Q.1 What is Retailing ? Explain its functions. (18)

**OR**

Q.1 Explain International Retailing in detail. (18)

Q.2 Explain the Classification of Retail Units. (17)

**OR**

Q.2 Explain Retailing in Rural India. (17)

Q.3 Explain the factors determining location of Retail. (18)

**OR**

Q.3 Explain the types of retail location. (18)

Q.4 What is Market Segmentation ? Explain its benefits. (17)

**OR**

Q.4 Explain the various bases of Market Segmentation. (17)

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