

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCoin DEGREE EXAMINATION MAY 2017
(Fourth Semester)**

**Branch - COMMERCE(RETAIL MARKETING)
RETAIL MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Who is Retailer?
- 2 What is franchising?
- 3 List out the types of Retail location?
- 4 What is joint-venture?
- 5 What is merchandising?
- 6 What do you mean by category management?
- 7 Write any two functions of store administrator?
- 8 Define Retail Economics.
- 9 Define Marketing mix?
- 10 What is store design?

SECTION - B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the trends in global retailing.
OR
b Bring out the phases of growth of Retail Markets.
- 12 a What are the factors influencing the consumers decision-making process?
Explain it.
OR
b Describe various steps involved in choosing a retail location.
- 13 a Explain the different types of retail organization.
OR
b Discuss about importance of sourcing in the merchandise process.
- 14 a How does human resources function in Retail?
OR
b List out the measures of performances evaluation in retail industry'.
- 15 a What are the factors affecting the Retail image?
OR
b Explain Retail communication mix.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Briefly explain the classification of Retail formats.
- 17 Explain the steps involved in developing a retail strategy.
- 18 Enumerate category Management Business process.
- 19 What are the elements of Retail operation Explain.
- 20 What is layout? Write down the types of layout with example.

Z-Z-Z

END