

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

**RETAIL MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1) Retailers create place utility for goods through their
  - (i) Transport
  - (ii) Insurance
  - (iii) Storage
  - (iv) Advertisement
- 2) The store format which has least space
  - (i) Super store
  - (ii) Compact super store
  - (iii) Metro store
  - (iv) Express store
- 3) It would involve a large section of the country
  - (i) Market area
  - (ii) Region
  - (iii) Primary trading area
  - (iv) Secondary zone
- 4) The mix which is designed to supplement and coordinate personal selling and advertisement efforts is
  - (i) Sales promotion mix
  - (ii) Marketing mix
  - (iii) Product mix
  - (iv) Price mix
- 5) This is the gap between service delivery and external communication
  - (i) Ignorance of the customer's expectations
  - (ii) Requirement for service design standards
  - (iii) Not delivering to service standards
  - (iv) Inconsistency between performance and promises.

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6) a. Explain the importance of retailing.  
OR  
b. State the various functions of retailing.
- 7) a. Compare store retailing with non-store Retailers.  
OR  
b. What are the steps to selecting the retail location?
- 8) a. Enumerate main aims of customer sales services.  
OR  
b. Explain the concepts of retail buying decisions.

Cont...

- 9) a. Explain the functions of retail logistics system.  
OR  
b. Narrate the problems in supply chain.
- 10) a. "Requisites of effective service recovery" Explain.  
OR  
b. List out the merits of personal selling in retails.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11) a. Discuss about "Organized retailing in India."  
OR  
b. Describe the types of retailers and explain briefly one of them.
- 12) a. Discuss about "chain or multiple store".  
OR  
b. Narrate the total distribution costs for the supply chain.
- 13) a. Explain the significance of Gap model analysis.  
OR  
b. Explain the components of retail management.
- 14) a. Describe the organization structure of retailing.  
OR  
b. Explain in detail the retail promotion strategies.
- 15) a. Describe the retail communication mix.  
OR  
b. Explain the procedure to choosing the retail layout and types of lay out.

Z-Z-Z

END