

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

**BCom DEGREE EXAMINATION DECEMBER 2019
(Sixth Semester)**

Branch - **COMMERCE**

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 What is retail management?
- 2 Who is retailer?
- 3 What is retail strategy? .
- 4 Give the meaning of franchising.
- 5 What is merchandise planning?
- 6 What do you mean by retail pricing strategy?
- 7 What is retail store operation?
- 8 What is retailing?
- 9 What is retail marketing mix?
- 10 What is layout?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a State the growth of retail market.
OR
b What are the phases of retail market?
- 12 a List out the merits of Franchising.
OR
b What are the steps in choosing a retail location?
- 13 a Discuss the factors influencing merchandise planning.
OR
b Explain the components of category management.
- 14 a State the elements of retail operation.
OR
b What are the advantages of store environment?
- 15 a Explain the importance of customer service.
OR
b Mention the factors affecting the uses of technology.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the classification of retail format..
- 17 Enumerate the steps in developing retail strategy.
- 18 Briefly explain the different types of retail organization.
- 19 Describe in detail about HR function.
- 20 Discuss about visual merchandising.