

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2019
(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 Define retailing.
- 2 What is meant by supermarket?
- 3 What is meant by franchising?
- 4 State the meaning of retail location.
- 5 What do you mean by category management?
- 6 Who is a merchandiser?
- 7 What do you mean by ethics in retailing?
- 8 What is meant by retail economics?
- 9 What do you understand by customer relationship management?
- 10 What is meant by personal selling?

SECTION - B 125 Marks)

Answer **ALL** Questions

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

- 11 a What are the importance of retailing?
OR
b State the functions of retailer.
- 12 a State the various steps in choosing a retail location.
OR
b What are the merits and demerits of franchising?
- 13 a State the process of merchandise planning.
OR
b What are the different types of retail organization?
- 14 a State the human resources functions in retail.
OR
b What are the elements of retail store operation?
- 15 a What are the factors affecting use of technology?
OR
b What are the types of layout?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the major reasons for the growth of retail format in India.
- 17 Discuss the process of selecting a retail location.
- 18 List out the major activities involved in the implementation of merchandise plan in a retail chain.
- 19 Discuss the major activities performed by human resource department of a retail chain.
- 20 Explain the role of information technology in customer relationship management.

Z-Z-Z

END