

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BCom DEGREE EXAMINATION DECEMBER 2018**  
(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 What is meant by Retail Management?
- 2 Who is a Retailer?
- 3 What is meant by retail location?
- 4 What do you mean by retail value chain?
- 5 Define merchandising.
- 6 What is meant by category management?
- 7 State the meaning of retail store operation.
- 8 What is meant by store environment?
- 9 What is meant by retail image?
- 10 What do you mean by visual merchandising?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a What are the characteristics of retailing?  
OR  
b State the various types of retailers.
- 12 a What are the duties of a merchandiser?  
OR  
b State the retail pricing strategy.
- 13 a What are the factors influencing merchandising?  
OR  
b State the components of category management.
- 14 a Briefly explain the ethics in retailing.  
OR  
b State the elements of retail operation.
- 15 a What are the importance of customer service?  
OR  
b State the types of layout.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Discuss the challenges to retail development in India.
- 17 Discuss the various drivers which are to be analysed before finalizing retail site location.
- 18 Outline various stage in retail merchandising management process.
- 19 List out the factors that influence retail organisational structure.