

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2017
(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 Define Market.
- 2 Give any two classification of Retail formats. ►
- 3 Who is called Retail consumer?
- 4 Write the meaning of Retail Value Chain.
- 5 Define Merchandising.
- 6 What is Business process?
- 7 State the Store Environment.
- 8 Write any two points in Ethics in Retailing.
- 9 Give the meaning of customer service.
- 10 What is customer Relationship Management?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Give a brief note on functions of a retailer.
OR
b Discuss the growth of Retail markets.
- 12 a Explain the customer decision making process.
OR
b What are the steps to choosing a Retail Location.
- 13 a Narrate different types of Retail organisation.
OR
b Enumerate the Retail pricing strategy.
- 14 a Write a short note on elements of Retail operation.
OR
b Elucidate the organisation structure in Retail.
- 15 a Enumerate the Retail communication mix.
OR
b State the various types of lay out.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Elaborately discuss the Global retail market in India.
- 17 Examine the various steps in developing Retail Strategy.
- 18 Illustrate the process of merchandise planning and its sources.
- 19 Briefly discuss performance ethics in Retailing.
- 20 Describe the personal selling in Retail.