

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 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 What do you mean by retailer?
- 2 What is global market?
- 3 Define Retail shopper.
- 4 What is a Retail store?
- 5 Write any two duties of merchandiser.
- 6 State the Merchandise planning.
- 7 Define Retail store operation.
- 8 State the store Environment
- 9 Give the meaning of Lay out selection.
- 10 What is CRM.

SECTION - B f25 Marks!

Answer **ALL** Questions

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

- 11 a Explain the classification of Retail formats.
OR
b Give a brief note on Retail as a career in India.
- 12 a What are all the steps in Developing Retail strategy.
OR
b Examine the Factors Influencing the Retail shopper.
- 13 a Illustrate the steps in Developing Retail strategy.
OR
b Give your suggesting about Retail pricing strategy.
- 14 a Illustrate the organisation structure in Managing Retail.
OR
b Examine the Retail Economics.
- 15 a Describe the Retail communication mix.
OR
b Discuss the personal selling in Retail store.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Enumerate the functions of a Retailer.
- 17 Elucidate the Merits and Demerits of Retail value chain.
- 18 Elaborately discuss the Factors and Duties of Merchandising.
- 19 Illustrate the Retail store operation.
- 20 Examine the Importance and Types of Layout.