

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

**RETAIL MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Who is the last link in the chain connection the producer and customer?  
(i) Wholesaler (ii) Agent  
(iii) Retailer (iv) Store keeper
- 2 The word retail has been derived from which word  
(i) Latin (ii) Greek  
(iii) Persian (iv) Trends
- 3 Multiple shops are also known as  
(i) Self service stores (ii) Chain stores  
(iii) Shopping by post (iv) Department stores
- 4 A retailer buys a wide variety of goods from different wholesaler after estimating  
(i) Customer (ii) Supplier  
(iii) Producers (iv) Distribution
- 5 The retail mix should always have the  
(i) Mass market (ii) Target market  
(iii) Global market (iv) Regulated market
- 6 The retailing mix is made up of  
(i) 4p's (ii) 5p's  
(iii) 2p's (iv) 6p's
- 7 In which step starts with the identification of the various tasks of jobs.  
(i) First step (ii) Second step  
(iii) Fifth step (iv) Seventh step
- 8 Which is an important aspect of human resource management in retail?  
(i) Recruitment (ii) Trading  
(iii) Motivation (iv) Morale
- 9 What is excellent service in retail?  
(i) Customer service (ii) Producer service  
(iii) Agent service (iv) After sales service
- 10 In which branch retail store design.  
(i) Production (ii) Sales  
(iii) Marketing (iv) Consumer

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a How to classify the retail format?  
OR  
b Narrate the retail business models.
- 12 a What are the approaches of trade area analysis?  
OR  
b State the types branding strategies.
- 13 a What are the objectives of retail buying?  
OR  
b Out line the retail buying decisions.
- 14 a State the functions of retail operations.  
OR  
b How to develop ethics in retailing?
- 15 a What are the components of a retail image?  
OR  
b Bring out the importance of customer service.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Enumerate the functions of retailer.
- 17 Enumerate the various factors influencing the retail shopper.
- 18 High light the role of category manager.
- 19 Discuss the objectives of credit management.
- 20 Examine the types of customer relationship management in retailing.

Z-Z-Z

END