

Exam Date & Time: 01-Oct-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE
RETAIL MANAGEMENT [14COU29]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) Who is a Retailer? (2)
- 2) Write any two characteristics of a retailer. (2)
- 3) Define Planning. (2)
- 4) Name two reasons why location is important for retailers. (2)
- 5) What is a Merchandising? (2)
- 6) What is Category management? (2)
- 7) What is store environment? (2)
- 8) How does retail contribute to the economy? (2)
- 9) What is store design? (2)
- 10) Define retail marketing mix. (2)

SECTION B

Answer all the questions.

- 11) Explain the functions of a Retailer. (5)
 - a)
- [OR] What are the challenges faced by the retail industry in India? (5)
 - b)
- 12) Write a note on: (i) Retail Brand (ii) Retail Value Chain. (5)

- a)
[OR] Explain the steps involved in choosing a retail location. (5)
b)
- 13) Describe the components of merchandise management. (5)
- a)
[OR] Trace the evolution of Merchandising. (5)
b)
- 14) What are the functions of retail operations? (5)
- a)
[OR] How can retail operations be improved? (5)
b)
- 15) What is the importance of customer service? (5)
- a)
[OR] What are the importances of store design? Explain. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Discuss the classification of retail formats. (10)
- 17) Explain the factors influencing the retail shopper. (10)
- 18) Describe the process of merchandise planning. (10)
- 19) What are the ethics in retailing? Explain. (10)
- 20) Explain the various methods of display in visual merchandising. (10)

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