

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2019  
(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 is Retail Management?
- 2 What is retail market?
- 3 What do you mean by retail store?
- 4 What is strategic planning?
- 5 Give the meaning of retail Pricing Strategy.
- 6 What is Retail Organization?
- 7 What is Store Environment?
- 8 What is retail Economics?
- 9 What is Retail marketing Mix?
- 10 What is Visual Merchandising?

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a State the functions of a Retailer.  
OR
- b Discuss the retail as a career.
- 12 a What are the steps developing in retail strategy?  
OR
- b State the concept of customer decision making process.
- 13 a List out the factors influencing merchandise mix.  
OR
- b Discuss the components analysed in a category management.
- 14 a What are the elements framed in an organization structure?  
OR
- b Write a short note on store environment.
- 15 a Mention the importance of a retail marketing mix.  
OR
- b Examine the objectives of visual merchandising.

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 Explain the challenges faced by retail management in India.
- 17 Describe the types of Retail location.
- 18 Explain the principles of merchandise planning.
- 19 Enumerate the functions of HR in Retail.
- 20 Explain the factors affecting the retail management by the use of technology.