

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2018  
(Fourth Semester)**

Branch - **COMMERCE (RETAIL MARKETING)**

**RETAIL MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions earn **EQUAL** marks (10x2 = 20)

- 1 What is Retail Marketing?
- 2 Name four entry level career choices in Retailing.
- 3 Define Retail brand.
- 4 What is Franchising?
- 5 What is category management?
- 6 What is merchandising?
- 7 What is meant by store environment?
- 8 What do you mean by Ethics in retailing?
- 9 What is Retail Communication Mix ' ?
- 10 Define Visual Merchandising.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Explain the factors affecting global retailers in India.  
OR~  
b List out the drivers and challenges in Indian Retail Industry.
- 12 a What are the major factors that influence the consumer decision making?  
OR  
b Explain the various types of Franchising.
- 13 a Discuss about the duties of Merchandiser.  
OR  
b Explain the different stages of category management in Business Process.
- 14 a What are the implications of Ethical Trading on retailers?  
OR  
b What are the elements of Retail operations?
- 15 a Explain the role of customer relationship management in retail.  
OR  
b What is the need for adopting technology in Retailing?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Explain in detail about the legal issues in Global Retail Marketing.
- 17 Discuss the strategy planning process in retail.
- 18 What are the various retail pricing strategies? Discuss any three pricing strategies in retailing.
- 19 Explain the different performance measures of Retail operation..
- 20 Explain the various components of Retail Marketing Mix.