

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

VI SEMESTER B.COM EXAMINATIONS - APRIL 2019

RETAIL MANAGEMENT

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any EIGHT of the following questions. (8x2=16)

1. What do you mean by Retailing?
2. Mention any four functions of a retailer.
3. What is Hypermarket?
4. What is Telemarketing?
5. What do you understand by Consumer Behaviour?
6. Give the meaning of reference Groups.
7. What is Customer Satisfaction?
8. What is Retail Marketing Mix?
9. What is Non-Store Retailing?
10. What is Visual Merchandising?
11. What is Bar Coding?
12. What is an Electronic shelf label?

SECTION - B

II) Answer any THREE of the following questions. (3x8=24)

13. Explain any four advantages of a Retailing.
14. What are the advantages and limitations of Department stores?
15. Discuss about theories of retailing.
16. Describe the challenges of Retailing in India.
17. Describe the different types of pricing strategies.

SECTION - C

III) Answer any TWO of the following questions. (2x15=30)

18. Explain various services rendered by a retailer.
19. Discuss the Factors considered in Location of Retail Store.
20. Explain the buying Decision Process.
21. Explain the phases of Retail Life cycle.