



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com.DEGREE EXAMINATION –COMMERCE**

**FIFTH SEMESTER – APRIL 2019**

**16UCO5ES02– RETAILING MANAGEMENT**

Date: 24-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A**

Answer **all** the questions:

(10x2=20 marks)

1. What is retailing?
2. What is meant by brick and mortar stores?
3. Explain the term assortment.
4. What is meant by the term visual merchandising?
5. What is multi-channel retailing?
6. Explain the term buying.
7. What is merchandise handling?
8. What is area analysis in retailing?
9. Mention any two challenges faced by the retailers.
10. What is promotion?

**PART B**

Answer **any four** of the following questions:

(4x10=40 marks)

11. Explain the characteristics of retailers.
12. Describe the steps involved in choosing the site for a retail business.
13. Write a note about the training available to retail employees.
14. How is technology used in retail business?
15. Describe any five kinds of retail pricing.
16. How does a retail outlet establish and maintain its image?
17. How does a retailer identify and understand his consumers?

**PART C**

Answer **any two** of the following questions:

(2x20=40 marks)

18. Explain the various types of retailing business.
19. Describe the strategies involved in managing a retail outlet.
20. Explain the various types of retail layouts.
21. Describe the different steps involved in the procurement of merchandise.

\*\*\*\*\*