LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – APRIL 2016

CO 3811 - RETAILING MANAGEMENT

Date: 28-04-2016   Dept. No.   Max. : 100 Marks
Time: 09:00-12:00

Part – A

Answer ALL questions   (10 x2=20)

1. Define Retailing.
2. What is intra-type retail competition?
3. Who are scrambled merchandisers?
4. Draw a grid layout commonly glimpsed in retail outlets.
5. Give the meaning of retail market strategy.
6. What is data warehouse? Mention atleast any three aspects of data warehousing.
7. Give the meaning of analog approach.
8. Who is your favourite e-tailer? Why do you prefer it? State reasons.
9. Who do retailers decoratively illuminate their shops at the way in?
10. Define customer service.

Part – B

Answer any FOUR questions   (4 x10=40)

11. What are the functions performed by retailers? Why do Indian consumers prefer retail outlets over on-line sellers for readymade garments, despite their low-price offers? Justify.
12. Elucidate the steps involved in building a sustainable competitive advantage.
13. Bring out the unplanned retail locations used by merchants.
14. Give an account of legal and ethical issues related to retail pricing.
15. State the atmospherics employed by retailers to design their retail environment.
16. What are the objectives of store design? Explain.
17. List out the problems faced by unorganised retail vendors. Do you think such retailers insulated our expenditure during hyper-inflation? Comment.

Part – C

Answer any TWO questions   (2x20=40)

18. Describe the types of retailers, who operate through non-store channels.
19. Explain the components of multi-channel retailing.
20. Discuss the factors that affect retail sector in India.
21. Enumerate the activities to be undertaken by retailers to mitigate the delivery gap.

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