



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

**M.Com. DEGREE EXAMINATION – COMMERCE**

THIRD SEMESTER – APRIL 2017

**CO 3811- RETAILING MANAGEMENT**

Date: 28-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part - A**  
**Answer ALL questions( 10 x 2=20)**

1. What is retailing?
2. Define inter-type competition.
3. Why variety is often referred to as the breadth of merchandise?
4. What is television home shopping?
5. Enlist any two benefits of catalog channel.
6. Give the meaning of retail strategy.
7. How does location give competitive advantage to retailers?
8. What do mean by retail cannibalization?
9. Highlight the significance of Prohibited Use Clause.
10. Define Grid Layout.

**Part - B**

**Answer any FOUR questions**

**(4x10=40)**

11. Bring out the value-creating functions performed by a retailer.
12. Enumerate the types of food retailers.
13. Who are service retailers? How do they differ from merchandise retailers?
14. What is meant by customer loyalty? Mention the ways through which retailers build loyalty with customers.
15. State the factors associated with specific locations that retailers consider while evaluating a site.
16. Briefly explain any five pricing techniques adopted by retailers.
17. What are the factors to be considered by retailers to close the standards gap?

**Part - C**

**Answer any TWO questions (2 x20=40)**

18. Explain the various types of general merchandise retailers.
19. Describe the process involved in strategic retail processing.
20. Discuss the different types of shopping centers.
21. Enumerate the objectives of store design.

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