



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2022

18/17/16UCO5ES02 – RETAILING MANAGEMENT

Date: 20-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL Questions:

(10 x 2 =20 marks)

1. Define “Retail marketing”.
2. Write short notes on departmental stores.
3. What is store design?
4. What do you understand by sourcing?
5. Define “Merchandise Management”.
6. What is meant by consumer behavior?
7. What is e-tailing?
8. Mention any two global challenges in retailing.
9. What is cross selling?
10. Mention any two benefits of online retailing

Section – B

(4 x 10 =40 marks)

Answer any FOUR questions

11. Critically examine the evolution of retailing.
12. What are the success factors in retailing? Explain.
13. State the various contemporary issues in retailing with examples.
14. Elucidate the different types of store layout.
15. Discuss the characteristics of space management in detail.
16. Enumerate the merits of retailing information system.
17. State the factors that influence retailer’s choice of location

Section – C

(2 x 20 =40 marks)

Answer any TWO questions

18. Discuss the challenges faced by retailing sector in India.
19. Explain the functions of retailing in detail.
20. Explain the various types of retailers.
21. Describe the various key areas in merchandise management.

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