



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

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

THIRD SEMESTER – NOVEMBER 2016

**CO 3811 - RETAILING MANAGEMENT**

Date: 05-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part – A**

**Answer ALL questions**

**(10x2=20)**

1. What is retailing?
2. Why do retailers hold inventory?
3. Distinguish between variety and assortment.
4. Define retail chain.
5. State any two benefits offered by catalogue channel.
6. What is a strip shopping centre?
7. Define Huff-gravity model.
8. Why do supermarkets put candy, gums and magazines in front of the store?
9. Draw a grid lay-out commonly found in retail outlets.
10. Who is a mystery shopper?

**Part – B**

**Answer any FOUR questions**

**(4x10=40)**

11. Briefly explain the types of food retailers.
12. Pick your favourite retail store. Describe the advantages and disadvantages of its current location, given its target market.
13. What are the atmospherics used by retailers that influence the consumer buying behaviour?
14. Bring out the issues related to legal and ethical pricing.
15. What are the objectives of store design? Explain with suitable examples.
16. Enlist the presentation techniques adopted by retailers to attract customers.
17. “Standards gap is a real challenge to service sector based retailing” - Comment.

**Part – C**

**Answer any TWO questions**

**(2x20=40)**

18. Explain the general merchandise retailers with suitable examples.
19. Describe the opportunities available to retailers to develop sustainable competitive advantage.
20. Enumerate the challenges faced by Indian retailing sector.
21. Discuss the factors to be considered by retailers to close the knowledge gap.

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