



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2017

CO 3811 - RETAILING MANAGEMENT

Date: 07-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A

Answer ALL questions

(10x2=20)

1. What is retailing?
2. Give the meaning of Vertical Integration.
3. Define Intra-type competition.
4. Should a retailer treat some customers better than others? Why?
5. Differentiate variety from assortment.
6. What is online shopping?
7. Why do retailers measure the customer loyalty level?
8. 'Store-within-a-store is the best way to sell at cheaper price' – Do you agree? Comment.
9. What is Prohibited Use Clause in lease?
10. What is Odd Pricing?

Part-B

Answer any FOUR questions

(4x10=40)

11. Bring out the value creating functions performed by a retailer.
12. "FDI in retail sector is a boon or bane" – Critically evaluate.
13. What is multi-channel retailing? Explain.
14. State the legal and ethical issues related to pricing.
15. Draw the types of layout widely found in Indian retail outlets.
16. Highlight the importance of atmospherics that stimulate the customers purchase decision.
17. Who is your favorite e-tailer? Why do you like it? Also state its unique retail service.

Part-C

Answer any TWO questions

(2x20=40)

18. Describe the types of food retailers with suitable examples.
19. Enumerate the challenges faced by unorganized retail sector in India.
20. Explain the locations available to a retailer.
21. Describe the approaches adopted by retailers to close the delivery gap with suitable solutions.

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