



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

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

**THIRD SEMESTER – NOVEMBER 2018**

**16/17PCO3MC03 – RETAILING MANAGEMENT**

Date: 27-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Time :

**SECTION – A**

Answer ALL the Questions

(10 X 2=20)

1. State few significance of retailing.
2. List out any Two differences between service and merchandise retailer.
3. What is meant by 'Hypermarkets'?
4. Who is called multi channel retailer?
5. Define retailing management.
6. What do you mean by virtual merchandising?
7. What is retail format?
8. Define retail pricing.
9. Write a note on retail Park.
10. Who are e-tailers? State any three unique features of e-tailers.

**SECTION – B**

Answer Any FOUR Questions

(4 X10=40)

11. a) Explain the various functions of retailing.  
b) Discuss the various career opportunities in retailing.
12. Enumerate the impact of FDI on Indian retailing. How do MNC retailers affect the traditional retailers? Explain with suitable examples.
13. Briefly explain the various types retailers.
14. Briefly explain the factors determining the retail property development
15. Narrate the advantages of brand extensions.
16. What do you mean by solitary site? Explain the merits and demerits of the same.
17. What is pricing policy? Discuss the different types of pricing policy.

SECTION – C

Answer Any TWO Questions

(2X20=40)

18. Describe the opportunities available to retailers to develop sustainable competitive advantage.
19. Enumerate the challenges faced by retailing sector in India.
20. What is retail location? What are the issues connected with retail location strategies? Explain.
21. Define the term 'Brand'. Describe the role of Brand in retail trade.

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