

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2018

16UCO5ES02 – RETAILING MANAGEMENT

Date: 30-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part-A

Answer ALL questions

(10x2=20)

1. What is retailing?
2. Why do retailers hold inventory?
3. Comment on Retail Mix.
4. Define Retail Chain.
5. Differentiate variety from assortment.
6. Write note on online shopping.
7. What do you mean by Store within a Store?
8. Give the meaning of Data Warehouse.
9. What do you mean by Customer Delight?
10. Define Customer Service.

Part-B

Answer any FOUR questions

(4x10=40)

11. Briefly explain the Retail Mix elements.
12. “FDI in retail sector is a boon or bane” – Critically evaluate.
13. State the Consumer Decision Making Process with example.
14. Elucidate the steps involved in Strategic Retail Planning Process.
15. Highlight the importance of Atmospherics used by the retailer to influence the consumer buying behaviour?
16. Bring out the role of IT in retail.
17. Give an account on the various Retail Pricing Strategies.

Part-C

Answer any TWO questions

(2x20=40)

18. Explain the different types of Retailers with examples.
19. Discuss the various factors to be considered while selecting a Retail Location.
20. Elaborate on the factors affecting Retail Pricing Decisions.
21. Critically evaluate the challenges faced by retailers in India.

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