

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2022

PCO 3503 – RETAILING MANAGEMENT

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

ANSWER ALL QUESTIONS:

(10x 2 = 20 marks)

1. Define Retail Marketing.
2. State the meaning of E-Tailing.
3. What do you mean by Ethics in retailing?
4. Write a note on 'Retail Format'.
5. Explain the term 'Solitary Site'.
6. Define Retail Pricing.
7. What do you mean by Brand Positioning?
8. Write a note on FDI in the retail sector.
9. List out the reasons for the growth of retail in India.
10. Who is a Retailer?

SECTION – B

ANSWER ANY FOUR QUESTIONS:

(4x 10 = 40 marks)

11. Explain in brief the importance of Retailing.
12. What are the challenges to Retail development in India?
13. Describe the functions of Retailing Management.
14. What are the issues to be considered in Selection of a Site? –Explain.
15. Describe the role of brand in Retail sector.
16. Discuss in brief the Pricing strategies for retailers.
17. Bring out the reasons for Consumers buying through internet.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Enumerate in detail the classification of Retail formats.
19. What do you mean by planned shopping area site? Explain the merits and demerits of the same..
20. Describe in detail the advantages of Brand building to retailers.
21. State the various types of Retailers and explain briefly everyone of them.

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