



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2022

UCO 5602 – RETAILING MANAGEMENT

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

(10x 2 = 20 Marks)

Q. No Answer ALL questions

- 1 Define retailing.
- 2 Why do retailers use visual merchandising?
- 3 What is customer delight?
- 4 What is an isolated store?
- 5 State the meaning of kiosk.
- 6 Why many of retailers do prefer predatory pricing?
- 7 Write a short note a 'Hawkers & Pedlars'.
- 8 What is free trade zone?
- 9 What is meant by a private label brand?
- 10 What do you mean by knowledge gap?

PART – B

(4 x 10 = 40 Marks)

Answer any FOUR questions

- 11 What are the functions performed by a retailer?
- 12 Explain the key drivers of modern trade in retail in India.
- 13 Explain retail location and its determinants.
- 14 Discuss the human resource functions in the retail industry.
- 15 Explain the different types of store layouts in store-based retailing.
- 16 Discuss the different pricing approaches available to a retailer.
- 17 How can retailers recover from a service failure?

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions

- 18 Describe the different types of retailers from an Indian perspective.
- 19 Using the steps in the consumer buying process, describe how you use this process to select your mobile phone.
- 20 Discuss the key components of retail atmospherics.
- 21 Explain the steps in the strategic retail planning process.

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