



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION – COMMERCE

THIRDSEMESTER – APRIL 2018

16PCO3MC03- RETAILING MANAGEMENT

Date: 03-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part – A

Answer All questions (10 x 2 =20)

Explain the following terms:

1. Retailer
2. Intertype Competition
3. Hypermarket
4. Internet Channel
5. Retail Target Market
6. Life Style Centre
7. Natural and Artificial Barriers of Retailing
8. Escape Clause
9. Bait & Switch Tactics
10. Leader Pricing

Part – B

Answer any FOUR questions (4 x 10 =40)

11. What are the benefits offered by the stores channel?
12. Bring out the unplanned retail locations with suitable examples.
13. Highlight the merits and demerits of Every Day Low Price (EDLP).
14. Examine the different types of layouts found in retailing format.
15. What are the various types of atmospherics commonly used in India?
16. State the functions of a retailer.
17. Which is your most favourite e-retailer? Why do you like it? Explain.

Part – C

Answer any TWO questions (2 x 20 =40)

18. Explain the various types of Non-store retailing.
19. Discuss the opportunities available to build sustainable competitive advantage.
20. Enumerate the delivery gap with suitable examples.
21. What are the problems faced by the Indian retail sector? Explain.

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