



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – APRIL 2025**

**UCO 5602 – RETAILING MANAGEMENT**



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A - K1 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

**1. Define**

- a) Multichannel Retailing
- b) Market Segmentation
- c) Atmospherics
- d) Retail Brand
- e) Service recovery

**2. Fill in the blanks**

- a) \_\_\_\_\_ retailers operates without a permanent physical location, relying on temporary setups.
- b) \_\_\_\_\_ buying decisions are often made quickly with little thought or planning and are usually associated with low-cost items.
- c) The shopping centers are that contain mostly manufacturers and retailers is called as \_\_\_\_\_
- d) \_\_\_\_\_ brands those owned and marketed by a retailer, often sold exclusively in their stores
- e) \_\_\_\_\_ retailing refers to trading activities undertaken by licensed retailers who are registered for sales tax, income tax.

## SECTION A - K2 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

**3. True or False**

- a) E-tailing refers to retailing through electronic means, typically over the internet.
- b) Supply chain management only involves the logistics of transportation.
- c) Lighting and music are the key components of store atmospherics.
- d) Cryptocurrency is widely accepted by most traditional retailers.
- e) Service recovery is only necessary for high-value customers.

**4. Match the following**

- a) Speciality stores – (1) Inflow of Capital
- b) Complex buying behaviour – (2) Traditional payment method
- c) Signage – (3) Premium price
- d) Cash payment – (4) Time and effort from the customer
- e) FDI in retailing – (5) Visual elements

## SECTION B - K3 (CO2)

**Answer any TWO of the following in 100 words each.**

**(2 x 10 = 20)**

- 5. Why are retailers in the limited assortment supermarkets and extreme value discount store sectors growing so rapidly?
- 6. Does the consumer buying process end when a customer buys some merchandise? Explain your answer.

7.	Outline the process of selection, training and evaluation of the store employees
8.	Examine the methods of estimating the retail price.
<b>SECTION C – K4 (CO3)</b>	
<b>Answer any TWO of the following in 100 words each. (2 x 10 = 20)</b>	
9.	List out the types and terms of Lease.
10.	How important is the decision of store location strategy for retailers?
11.	Identify factors do retailers consider when evaluating an area of the country to locate stores? How do retailers determine the trade area for a store?
12.	Explain the types of retail locations
<b>SECTION D – K5 (CO4)</b>	
<b>Answer any ONE of the following in 250 words (1 x 20 = 20)</b>	
13.	Choose a retailer and describe how it has developed a competitive strategic advantage.
14.	Discuss the techniques for retail sales promotion
<b>SECTION E – K6 (CO5)</b>	
<b>Answer any ONE of the following in 250 words (1 x 20 = 20)</b>	
15.	Elaborate the different types of retailing format.
16.	Adapt the best Gap Models for improving Retail Service Quality

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