



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2014

CO 3811 - RETAILING MANAGEMENT

Date : 05/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

ANSWER ALL QUESTIONS:

[10x2=20]

1. What is Retailing Management?
2. Give the meaning of retail mix.
3. Distinguish between forward and backward integration.
4. Expand the following terms: a. NAICS b. SKU c. GIS d. MSA
5. What do you mean by retail market strategy?
6. Who are anchors?
7. Define Huff Gravity Model.
8. Enlist the factors that affect the elasticity for a product.
9. Sketch out a free-form store layout for a garment retailer.
10. What is 'Customer Delight'? Give examples.

PART- B

ANSWER ANY FOUR QUESTIONS:

[4X10=40]

11. Why are retailers needed? Briefly explain their functions with suitable examples.
12. How does a service retailer differ from mercantile retailer? Explain.
13. What capabilities are needed to be an effective multichannel retailer?
14. Bring out the benefits of organized retailing.
15. In many malls, fast food retailers are located together in an area known as food court. What are this arrangement's advantages and disadvantages to the food retailers?
16. Enumerate the evolution of retailing.
17. What factors do retailers consider when setting retail pricing?

PART- C

ANSWER ANY TWO QUESTIONS:

[2X20=40]

18. Explain the types of retailers that operate primarily through non-store channels.
19. Discuss any five types of retail locations with suitable examples.
20. Enumerate the challenges faced by retailers in India
21. What activities does a retailer have to do to reduce the customer service communication gap? Explain illustratively.
