



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2017

16PCO3MC03 - RETAILING MANAGEMENT

Date: 06-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Answer **All** questions

(10x2=20)

1. Who is a retailer?
2. Define scrambled merchandising?
3. What is backward integration?
4. Why do retailers advertise that their prices are the lowest available in the market even though some items are not?
5. Distinguish inter-type from intra-type competition.
6. Who are e-tailers? State atleast any three unique features of e-tailers.
7. What is cross selling?
8. Define Huff Gravity Model.
9. State the meaning of leader pricing?
10. Draw the grid and race-track models.

Part-B

Answer any **FOUR** questions

(4x10=40)

11. Who are service retailers? How do they differ from merchandise retailers? Explain.
12. Mention the benefits offered by stores, catalog and internet channels to their customers.
13. What are the various kinds of unplanned locations available to a retailer?
14. Bring out the types and terms of lease pertaining to retail business.
15. Specify the pricing strategies adopted by retailers. Also state their advantages.
16. What are the objectives of designing a store? Explain illustratively.
17. “Retailers and e-tailers are two sides of the same coin in offering value added services”. Do you agree? Justify your answer with relevant examples.

Part-C

Answer any **TWO** questions

(2x20=40)

18. How do you classify general merchandise retailers? Explain with relevant examples.
19. Enumerate the challenges faced by retailing sector in India.
20. Explain the opportunities available to a retailer to build sustainable competitive advantage.
21. Discuss the strategies adopted by retailers to close the knowledge and communication gaps.

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