

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2019

17/18PCO3MC03 – RETAILING MANAGEMENT

Date: 02-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL the questions

(10 X 2 =20)

1. What is retailing?
2. State any four social significance of retailing.
3. Write a short note on 'convenient stores'.
4. What is meant by 'Franchising'?
5. Write a note on 'retail promotion'.
6. What do you mean by visual merchandising?
7. Write a note on retail location.
8. Explain the term Brand Proposition.
9. Define retail pricing.
10. List out the process of private label creation.

SECTION – B

Answer any FOUR questions

(4 X 10 = 40)

11. Explain the Characteristics of retailing.
12. Enumerate the impact of FDI on Indian retailing. How do MNC retailers affect the Traditional retailers?
Explain with suitable examples.
13. Explain the functions of retailing management.
14. Examine the causes for the growth of retail in India.
15. Explain the concept of retail life cycle.
16. What are the issues connected with retail location strategies.
17. Discuss the customer evaluations of service quality..

SECTION – C

Answer any TWO questions

(2 X 20 = 40)

18. Explain the strategies which are driving a retailer to build a sustainable competitive advantage.
19. Explain the various problems faced by a retailing sector in India.
20. Enumerate and explain in detail the classification of retail formats with an example.
21. Discuss the various pricing strategies adopted by a retailer.

@ @ @ @ @