

(6 pages)

Reg. No. :

**Code No. : 32101 E Sub. Code : CECO 62/
CEHO 62**

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Sixth Semester

Commerce

Major Elective — RETAIL MANAGEMENT

(For those who joined in July 2021-2022 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Retailing includes all activities involved in selling of _____.
(a) Goods (b) Services
(c) Both (d) None of the above

2. A retailer is one whose main business is _____.
(a) Shop lifting
(b) Retailing
(c) Tailoring
(d) Car jacking
3. Unorganised retailers are _____.
(a) Regulated
(b) Registered
(c) Not regulated
(d) Recorded
4. Unorganized sector consists of _____.
(a) Hawkers
(b) Speciality stores
(c) Corner shops
(d) Both (a) and (c)
5. Store retailers operate in/through _____.
(a) Internet
(b) Brick and mortar buildings
(c) Catalogue
(d) Television



6. A _____ is one which has two or more stores under a common ownership.

- (a) Retail chain
- (b) Itinerant
- (c) Stores in stores
- (d) None of the above

7. A _____ is a plan and an action framework in all core aspects of the retailing business.

- (a) Retail strategy
- (b) Forward integration
- (c) Vertical integration
- (d) All of the above

8. A _____ is an essential and systematic part of business process.

- (a) Design (b) Model
- (c) Plan (d) Research

9. The success of a retail business is majorly depend on its _____.

- (a) Working hours
- (b) Location
- (c) Staffs
- (d) Regular customers

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10. A _____ is the main centres of commerce and trade in a city.

- (a) Central business district
- (b) Pivotal business district
- (c) Cardinal business district
- (d) Axial business district

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What do you mean by retail management?

Or

(b) List down the benefits of retail management.

12. (a) Write a note on store based retailing.

Or

(b) State about independent retail stores.

13. (a) Point out the features of retail environment.

Or

(b) How information gathering is useful for understanding customer?

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14. (a) Brief about trading area in retailing.

Or

- (b) What do you mean by operation management in retailing?

15. (a) Write a short note on buying in retail management.

Or

- (b) Write about merchandise pricing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the marketing challenges faced by the retailers.

Or

- (b) How a retailer owning and managing the retail? Explain.

17. (a) Describe the various types of retailing.

Or

- (b) Discuss about the vertical marketing system in retail management.

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18. (a) Elaborate the plan and action work of retailing strategies.

Or

- (b) What are all the factors useful for understanding the retail customers?

19. (a) Elucidate the factors to be considered in location selection.

Or

- (b) Delineate the technics used in selecting a location.

20. (a) Describe about the merchandise labelling and packing.

Or

- (b) Explain about the promotion mix for retailing.

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