

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) "The retail industry in India is highly unorganised elucidate this statement.
Or
(b) Explain the functions of retailer.
17. (a) Who are retail suppliers? Explain the various criteria for the selection of suppliers.
Or
(b) Discuss the several challenges of brand management to retailers.
18. (a) Explain location site and types of retail development.
Or
(b) What are the issues connected with retail location strategies?
19. (a) Explain the various factors determining market segmentation.
Or
(b) Describe the various methods of segmenting the market.
20. (a) Discuss the different types of store layout.
Or
(b) Describe the factors affecting store layout.

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**M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2019.**

Second Semester

Commerce – Core

RETAIL MANAGEMENT

(For those who joined in July 2017 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 goods to the final
(a) customer (b) marketer
(c) consumer (d) buyer
2. It is designed to serve the total needs of customers
(a) super market (b) convenience store
(c) discount store (d) off price store
3. The number of categories found in the merchandise line and different generic classes of merchandise
(a) category (b) width
(c) depth (d) assortment



4. _____ helps to overcome any obstacles in the competitive market
 (a) brand (b) store image
 (c) store loyalty (d) logo
5. _____ sell various products through its retail formats
 (a) departmental store
 (b) speciality apparel stores
 (c) category specialist
 (d) grocery stores
6. _____ usually imply product that are purchased infrequently and involve more intensive selling effort on the part of the store owner
 (a) convenience (b) shopping
 (c) speciality (d) durable
7. Which of the following is a geographic variable?
 (a) family size (b) social
 (c) cities (d) occasions
8. Grouping of buyers or segmenting the market is described as _____
 (a) marketing systems
 (b) marketing management
 (c) marketing function
 (d) marketing segmentation
9. _____ is popularly known as visual merchandising
 (a) Display (b) Exhibition
 (c) Arrangement (d) Layout
10. _____ layout is popular among leading fashion department stores
 (a) free flow (b) race track
 (c) grid (d) storeyed

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define retailing. Explain the factors which illustrate the growing importance of the retail sector.
 Or
 (b) State the various types of retailers.
12. (a) Distinguish between merchandise management and category management.
 Or
 (b) Discuss the merchandise mix in detail.
13. (a) Distinguish between a retail park and shopping mall.
 Or
 (b) Discuss the factors determining the selection of a particular city for starting or relocating retail business.
14. (a) Detail market segmentation. Bring out the advantages of segmenting the market.
 Or
 (b) Explain the criteria for market segmentation.
15. (a) Explain the elements of store environment.
 Or
 (b) Discuss the main objectives of goods store design.

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