

(6 pages)

Reg. No. :

Code No. : 8777

Sub. Code : HKCE 11

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2014.

First Semester

Commerce

Elective – RETAIL MANAGEMENT

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. All activities involved in selling goods or services directly to final consumers for their personal, non-business use are called
 - (a) Retailing
 - (b) Wholesaling
 - (c) Distribution
 - (d) Processing and maintaining

2. A large retail outlet that handles a wide variety of lines of product with wide assortment in each line is a _____
 - (a) Department store
 - (b) Super market
 - (c) Convenience store
 - (d) Discount store
3. According to Maslow's theory, human beings first satisfy their
 - (a) Security needs
 - (b) Esteem needs
 - (c) Affiliation needs
 - (d) Basic needs
4. Population data such as sex, income, age are _____ factors
 - (a) Cultural
 - (b) Social
 - (c) Demographic
 - (d) Lifestyle
5. The ultimate level of marketing segmentation is _____ marketing
 - (a) Local
 - (b) Niche
 - (c) Individual
 - (d) Homogeneous
6. It is generally believed that the first step in the formal market segmentation process is to
 - (a) Identify bases for segmenting the market
 - (b) Identify target market segments
 - (c) Develop segment profiles
 - (d) Develop a measure of segment attractiveness

Page 2

Code No. : 8777



7. _____ is a single free retail outlet away from other retailers and positioned on a road

- (a) Retail malls
- (b) Solitary site
- (c) Unplanned shopping area
- (d) Planned shopping area

8. The law of retail gravitation was published in 1929 by

- (a) Clark (b) James
- (c) Reilly (d) Richardson

9. _____ relates to the number of categories in merchandise line

- (a) Width (b) Depth
- (c) Both (d) None of these

10. It means merchandise stock-turn

- (a) Debtors turnover (b) Inventory turnover
- (c) Fixed assets (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the retailer life-cycle theory.

Or

(b) Enumerate the non-traditional retailing.

12. (a) Describe the efficient customer response.

Or

(b) Discuss the risk involved in retail product marketing.

13. (a) Describe the market segmentation.

Or

(b) Explain about the Behaviouralistic segmentation.

14. (a) Difference between a Low order goods and high order goods.

Or

(b) Explain the factors determining the location of a retail store.



15. (a) How the merchandise management help in retailing?

Or

- (b) How is merchandise sourcing is being done?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State the various of retailers and explain briefly every one of them.

Or

- (b) Discuss about the opportunities for organized retailing in India.

17. (a) What is meant by retail service quality management and how it influence the retail store image?

Or

- (b) Explain how low self-image can influence buying behavior.

18. (a) What are the factors, which influence the shopper's attitude, perception and personality? Enumerate in detail.

Or

- (b) Explain the four major segmenting variables for consumer markets.

Page 5 Code No. : 8777

19. (a) What makes location decisions in retailing strategic in nature? Discuss with suitable examples.

Or

- (b) Explain the different approaches used in store locations.

20. (a) Explain the importance of merchandise decisions.

Or

- (b) What are the important factors to be considered while estimating retail inventory requirements? Explain.
-

Page 6 Code No. : 8777

