

(6 Pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2021.

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. Retailers are referred to as
 - (a) Prospects
 - (b) Intermediaries
 - (c) Competitors
 - (d) Marketing consultants

2. The process of Retailer transferring his retail operation across national border is
 - (a) Retail Management
 - (b) Retail product perception
 - (c) Retail value
 - (d) Retail Internationalism
3. The difference between the amount of merchandise that is reported in the inventory stock system and what is available for sale or in the shelves
 - (a) Shrinkage
 - (b) Mark Down
 - (c) Employee decision
 - (d) Seasonal variation
4. The number of merchandise line and different generic classes of merchandise product carried is known as
 - (a) Category
 - (b) Width
 - (c) Depth
 - (d) Assortment
5. Store Format which is more spacious
 - (a) Super store
 - (b) Compact super store
 - (c) Metro store
 - (d) Express store

6. It is strongly marketed as a unified shopping destination with one name and logo
 - (a) Super store
 - (b) Shopping mall
 - (c) Compact super store
 - (d) Convenience store
7. When customers are served individually it is known as
 - (a) Mass marketing
 - (b) Local marketing
 - (c) Customised marketing
 - (d) Micro marketing
8. Marketers selects all the segments and approaches each segment with an appropriate marketing mix programme
 - (a) Single segment theory
 - (b) Undifferentiated theory
 - (c) None of these
 - (d) Multi segment strategy

9. Retailers who sell left over goods and irregulars obtained from manufacturers are
- (a) Off price retailers
 - (b) Super stores
 - (c) Hyper markets
 - (d) Catalogue showrooms
10. The store which is relatively small and located near residential area is
- (a) Off price Retailer
 - (b) Discount stores
 - (c) Convenience store
 - (d) Super markets

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the organised retailing formats?
- Or
- (b) Explain the characteristics of Retailing.
12. (a) Explain the phases in Developing Merchandise Plan.
- Or
- (b) What are the process in Merchandise Buying?

13. (a) Discuss the benefits of market segmentation.

Or

- (b) What are the dimensions of segmentation?

14. (a) What are the types of decision on retail location?

Or

- (b) How do you start a retail franchise?

15. (a) How do you maintain a retail store?

Or

- (b) Write a brief note on Retail Store Operation.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) State the functions of Retailer.

Or

- (b) Explain the types of Retailers.

17. (a) What are the important techniques in location assessment techniques?

Or

- (b) What are Strategic Retail Planning Process.

18. (a) What are process following during Retail Merchandising?

Or

(b) Discuss about the Merchandise Performance Evaluation.

19. (a) Discuss the criteria for effective Market Segmentation.

Or

(b) How consumer markets divided for bases for segmenting?

20. (a) Types of stores — Explain.

Or

(b) What are importances of Retail Store Maintenance?
