

Code No.10199E

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

SIXTH SEMESTER

COMMERCE-MAIN

MAJOR ELECTIVE - RETAIL MANAGEMENT

(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

PART-A (10X1=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 (c) distribution
(b) Wholesaling (d) processing and maintaining
2. Retailers are referred to as _____.
(a) Intermediaries (c) competitors
(b) Prospects (d) marketing consultants
3. Hyper market originated from _____.
(a) U.S.A (c) U.K
(b) Germany (d) France
4. Retailers who sell leftover goods, overruns and irregulars obtained from manufacturers are _____.
(a) Off price retailers (c) hyper markets
(b) Super stores (d) catalogue showroom
5. The store format which is more spacious _____.
(a) Super store (c) metro store
(b) Compact superstore (d) express store
6. It would involve a large section of the country .
(a) Market area (c) region
(b) Primary trading zone (d) secondary zone
7. Brands which carry the retailers name are known as _____.
(a) Trade mark (c) private label
(b) Intellectual property right (d) generics
8. Store brands are sold _____.
(a) Exclusively within their own chain stores (c) in the niche market
(b) Anywhere (d) grey market
9. There should be a particular level of inventory available at all times.
(a) Basic stock method (c) week's supply method
(b) Percentage variation method (d) stock to sales method
10. "It is the lowering of the prices of the merchandise so that the reduction acts as a promotion".
(a) Markdowns (c) shrinkage
(b) Employee discounts (d) scrap value

PART-B (5X5=25 marks)

Answer all the Questions Choosing either (a) or (b) Answer should not exceed 250 words

11. (a)What is unorganised retailing? (or)
(b)Trace out the growth of retailing in India.
12. (a)State the characteristics of chain stores. (or)
(b)Mention the features of departmental stores.
13. (a)What do you mean by tertiary zone? (or)
(b)Distinguish between a retail park and shopping mall.
14. (a)What are the objectives of promotion? (or)
(b)What is in-store layout?
15. (a)Specify the retailers response to the changing customers. (or)
(b)What is the purpose of information gathering?

PART-C (5X8=40 marks)

Answer all the Questions Choosing either (a) or (b) Answer should not exceed 600 words

16. (a)Write a note on contemporary retailing in India. (or)
(b)How can you manage the business?
17. (a)Compare traditional retailing with modern retailing. (or)
(b)Write a note on vertical marketing system?
18. (a)Enumerate the impact of IT on the modern retail business. (or)
(b)Discuss the issues to be considered in site selection.
19. (a)Analyse the key areas in merchandisemanagement. (or)
(b)What are the factors influencing retail pricing?
20. (a)What are the tools available for information gathering? (or)
(b)How do you understand your customers?