

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)
COURSE CODE: 19CM/PC/RM44

M.COM DEGREE EXAMINATION DECEMBER 2020
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR – CORE

PAPER : RETAIL MARKETING

TIME : 90 MINUTES

MAX. MARKS: 50

Section A

Answer any three questions:

(3 x 10 = 30)

1. Define Retailing and briefly discuss the Indian scenario of retailing.
2. Explain the factors influencing the Retail shoppers.
3. Discuss the retail selling process.
4. Explain the types of layout in detail.

Section B

Answer any one questions:

(1 x 20 = 20)

5. Discuss in detail the Retail Management Decision Process.
6. Explain the factors influencing the growth of E-tailing in India with advantages and disadvantages of E-tailing.
