

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086
(For candidates admitted during the academic year 2019-2020 and thereafter)

COURSE CODE: 19CM/ME/RM45

B.COM DEGREE EXAMINATION - APRIL 2023
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR – ELECTIVE
COURSE TITLE : RETAIL MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

Section - A

Answer ALL Questions.

(10 x 2 = 20)

1. Define “Non-store retailing”.
2. What is the “Retail marketing mix”?
3. State any example for global retailing.
4. State the major objectives of store design.
5. Write a note on Service Gap.
6. Expand and explain “EDLP”.
7. Illustrate “Supercenter”.
8. What is E-Tailing?
9. List out the challenges faced by retailers in India.
10. What is meant by visual merchandising?

Section – B

Answer any FIVE Questions.

(5 x 8 = 40)

11. Choose a retailer and describe how it has developed into a competitive strategic advantage.
12. Explain in detail the importance and process of merchandise management.
13. State the steps involved in consumer decision making process.
14. Explain the following terms with Indian examples.
 - (a) Category Killer
 - (b) Hypermarket
15. Explain emerging trends in retailing in India.
16. How do retailers plan and determine a new store location?
17. Describe the various challenges faced in the retail sector.

Section – C

Answer any TWO Questions.

(2 x 20 =40)

18. What is retailing? Discuss the different theories of retail development.
19. Describe the different pricing strategies used in retailing.
20. Elucidate the determinants of locational choice of retailer.
21. Outline the structure of supply chain management. Also elaborate on the principles and importance of retail logistics.
