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
FOURTH SEMESTER

COURSE   : MAJOR – ELECTIVE
COURSE TITLE : RETAIL MANAGEMENT
TIME   : 3 HOURS   **MAX. MARKS: 100**

Section - A
Answer ALL Questions.   **(10 x 2 = 20)**

1. State any two merits of Direct Selling.
2. What is the location area?
3. What are SMART objectives?
4. Define retailing.
5. Explain Philip Kotler's 4 P's of marketing.
6. State the meaning of E-tailing.
7. What is franchise?
8. Define Personal selling.
9. Distinguish between Merchandise Management and Category Management.
10. Define Consumerism.

Section – B
Answer any FIVE Questions.   **(5 x 8 = 40)**

11. "The retail industry in India is highly unorganized". Elucidiate the statement.
12. How can a retailer find an optimum location?
13. What are the factors influencing Consumer Behaviour?
14. Narrate the features of Merchandise Management.
15. What are the major advantages of Online retailing?
16. Explain any six pricing strategies that can be adopted by retailers.
17. What are the objectives of promotional Mix?

Section – C
Answer any TWO Questions.   **(2 x 20 =40)**

18. Write a brief note on the various functions of retailers in India.
19. Discuss the 5 S's of retail operations in detail.
20. Elaborate the growth and development of Retail trade in India.
21. What are the factors influencing buying decision process in retailing?

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