

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

B.COM DEGREE EXAMINATION - APRIL 2024
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR – ELECTIVE
COURSE TITLE : RETAIL MANAGEMENT
COURSE CODE : 19CM/ME/RM45
TIME : 3 HOURS

MAX. MARKS: 100

Section - A

Answer ALL Questions.

(10 x 2 = 20)

1. Define Retailing.
2. Explain Reverse Logistics.
3. How can you improve customer satisfaction?
4. What is Category Management?
5. What is Hypermarket?
6. Write a note on Franchising.
7. What is Retail Logistics?
8. What is organized retailing?
9. Explain Retail Theft.
10. Write two advantages of online retailing.

Section – B

Answer any FIVE Questions.

(5 x 8 = 40)

11. Explain the features of visual merchandise management.
12. Bring out the concept of retailing as a product.
13. Identify the reasons for emerging popularity of E-retailing in India.
14. Illustrate the problems faced by Indian Retailing sector.
15. Explain the theory of Wheel of retailing and Retail Life Cycle Theory.
16. Enumerate the various retail pricing strategies and explain its impact on retail pricing decisions.
17. What are the objectives of Promotional Mix?

Section – C

Answer any TWO Questions.

(2 x 20 =40)

18. Explain the different opportunities available in retail industry in India.
19. What is a retail space? Elaborate the factors influencing the choice of retail store locations.
20. Emphasize the objectives and significance of Supply Chain Management. and explain the structure of the retail supply chain.
21. What are the various legal, social and ethical challenges faced by retail business in India?
