

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600086**  
**(For candidates admitted from the academic year 2023 – 2024 and thereafter)**

**B.COM DEGREE EXAMINATION, APRIL 2026**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : RETAIL MANAGEMENT**  
**SUBJECT CODE : 23CM/ME/RM45**  
**TIME : 3 HOURS**

**MAX MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer ALL the following</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1.	Define Retailing.		1	K1
2.	State the objectives of retail promotion.		1	K1
3.	What is inventory management?		1	K1
4.	Bring out any two difference between customer service and customer satisfaction.		1	K1
5.	Define organised retailing.		1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer ALL the following</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
6.	Define Retail Logistics.		2	K2
7.	What is e-tailing?		2	K2
8.	Write a short note on pilferage.		2	K2
9.	Define customer relationship management.		2	K2
10.	Mention any two factors considered while designing retail stores.		2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
11.	What is merchandise management? Discuss the process.		3	K3
12.	Examine the major factors that influence the retail sector.		3	K3
13.	Discuss the elements of promotion mix.		3	K3
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
14.	Analyse the various factors influencing store location.		4	K4
15.	Discuss customer shopping behaviour in retailing. Explain the role of customer service and customer satisfaction.		4	K4
16.	What is Supply Chain Management? Discuss the principles of supply chain management.		4	K4
<b>SECTION E</b>				
<b>Q. No.</b>	<b>Answer any TWO of the following</b>	<b>(2 x 20 = 40)</b>	<b>CO</b>	<b>KL</b>
17.	Elucidate the buying decision process.		5	K5
18.	Explain the different kinds of store layout with appropriate examples.		5	K5
19.	Discuss the various forms of retailing with suitable examples.		5	K5
20.	Explain the various factors influencing the pricing decisions.		5	K5

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