

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009-2010)

SUBJECT CODE : CM/PE/RT23

M.Com. DEGREE EXAMINATION APRIL 2010
COMMERCE
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : RETAIL MANAGEMENT
TIME : 3 HOURS **MAX. MARKS : 100**

Section A

Answer Any FIVE questions.

(5 x 8 = 40)

1. Explain the theories of retail management. Which do you think describes Indian retailing in the most appropriate manner?
2. Discuss the similarities and differences between chains and franchising with suitable examples
3. Why are 'employee needs' important in developing a retail organization?
4. Briefly explain the key factors that affect a retail price strategy.
5. Discuss with suitable examples a strategic retail format for an Indian food-oriented segment.
6. Explain the organization pattern adopted by departmental stores.
7. You are a leather garment manufacturer entering the retail segment. What factors would you consider in store location and site planning?
8. In the retailing segment how is information gathered and processed.

Section B

Answer Any THREE questions.

(3x20=60)

9. As a Vice-President of Marketing in Croma Electronics, discuss the elements of promotional mix that you would evaluate for promoting your stores.
10. Discuss the importance of building and sustaining relationships in retailing both at consumer and channel levels.
11. Describe the various factors a chief merchandiser for Nilgiris would take into account to implement the merchandising plan.
12. While setting up a retail chain of herbal cosmetics products, what are the steps involved in the Human resources management process?
13. Explain the various controllable and uncontrollable variables affecting a retail strategy.
