

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

SUBJECT CODE : CM/PE/RT23

M.Sc./M.Com. DEGREE EXAMINATION APRIL 2011
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. Define Retailing. What are the special considerations/characteristics of Retailing.
Explain the elements of retail site planning.
2. Identify the tasks to be undertaken by a retailer in setting up an organisation.
3. What are the factors to be considered during site analysis?
4. As a large scale retailer, how would you plan the store location?
5. Explain the process that you would adopt for the same.
6. Explain the elements of a retail promotion mix.
7. List the critical factors affecting retail pricing.
8. Discuss the essentials of good retail brand with practical examples.

Section B

Answer Any THREE questions.

(3x20=60)

9. Explain the various factors that a retailer should consider while planning for a retail Strategy.
10. What are the various pricing strategies available to a retailer?
11. Describe the skills needed for a merchandiser to perform the tasks of merchandising.
12. Discuss the dynamic role of retailing through the retail theories.
13. As a successful retailer identify the promotion which you will undertake in the name of Reliance Superstore that you hope to launch for the holiday season?
