

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)
VI SEMESTER B.COM EXAMINATIONS - APRIL 2018

RETAIL MANAGEMENT

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any EIGHT of the following questions. (8x2=16)

1. What is visual merchandising?
2. Define retail.
3. Which theory will you associate the term 'mature retailer'?
4. Define destination categories.
5. What is market skimming?
6. Give the types of trade areas.
7. What is grid layout?
8. Define sales promotion.
9. What do you mean by an isolated store?
10. What is the difference between departmental store and hyper market?
11. What is fourth party logistics?
12. What is Category Management?

SECTION - B

II) Answer any THREE of the following questions. (3x8=24)

13. Discuss the importance of store layout.
14. Explain the concept of life cycle in retail.
15. Explain the factors affecting the merchandising function.
16. Explain the conflict theory of retail development.
17. Briefly explain various pricing objectives.

SECTION - C

III) Answer any TWO of the following questions. (2x15=30)

18. Discuss the drivers of retail change in India.
19. Explain the merchandise procurement process.
20. Explain the steps involved in choosing a retail location. Support each step with example.
21. Explain the concept of supply chain management and discuss the issues involved in developing the supply chain framework.