



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com.DEGREE EXAMINATION – COMMERCE**

THIRD SEMESTER – APRIL 2018

**CO 3811- RETAILING MANAGEMENT**

Date: 03-05-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part – A**

**Answer All questions (10 x 2 =20)**

**Explain the following terms:**

1. Retail Trade
2. Variety & Assortments
3. Super Markets
4. Multichannel Retailing
5. Sustainable Competitive Advantage
6. Power Centre
7. Adjacent Retail Tenant
8. Exclusive Use Class of Leasing
9. Private Label Brands
10. Odd Pricing

**Part – B**

**Answer any FOUR questions (4 x 10 =40)**

11. Differentiate between Service and merchandise retailing.
12. What is meant by customer loyalty? How do retailers build it? Explain.
13. Highlight the objective of store design.
14. Bring out the types of presentation techniques.
15. Who is your favourite retail store in Chennai? Why do you like it? What is its uniqueness?
16. Enumerate the impact of FDI on Indian retail sector.
17. What are the legal and ethical issues related to retail pricing?

**Part – C**

**Answer any TWO questions (2 x 20 =40)**

18. Explain the various types of General Merchandise retailers.
19. What are stages of strategic retail planning process? Explain illustratively.
20. Examine the knowledge gaps and identify the areas to fill them.
21. Describe the challenges faced by the Street Vendors in India.