

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2023

UCO 5602 – RETAILING MANAGEMENT

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Section – A

Answer ALL Questions

(10 x 2 =20 marks)

1. Define “Corporate Social Responsibility”.
2. Differentiate Variety from Assortment.
3. What is Category Specialist?
4. What do you understand by hedonic needs?
5. Define “Merchandise Management”.
6. What is meant by private-label brands?
7. What is markdown?
8. Outline any two global challenges in retailing.
9. What is customer service?
10. Mention any two benefits of organized retailing.

Section – B

(4 x 10 =40 marks)

Answer any FOUR questions

11. Critically examine the value-creating activities of retailers.
12. Explain the various elements of retail mix.
13. State the various social factors affecting buying decisions with examples.
14. Identify and analyse the several issues in legal and ethical pricing.
15. Discuss the store design objectives detail.
16. Enumerate the customer service characteristics of service quality.
17. State the different retailing opportunities available in India

Section – C

(2 x 20 =40 marks)

Answer any TWO questions

18. Elucidate the merchandise planning process.
19. Discuss the different types of retailers.
20. Explain in detail the different stages involved in the strategic retail planning process.
21. Enumerate the different types of locations in detail.

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