



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2015

CO 3811 - RETAILING MANAGEMENT

Date : 07/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

Part – A

Answer ALL questions

(10 x2=20)

1. Define Distribution Channel.
2. What is Vertical Integration?
3. Distinguish between variety and assortment.
4. Who is a store-within-store retailer?
5. Enlist the services offered by the store channels.
6. State the meaning of Strategic Alliance.
7. Define Huff Gravity Model.
8. Draw a retail race-track layout model commonly found in Chennai.
9. Mention any four importance of using multi-colours in retail outlets.
10. What do you mean by customer service?

Part – B

Answer any FOUR questions

(4 x10=40)

11. State the primary and secondary functions of retailing.
12. What is meant by Service Retailing and how does it differ from Merchandising?
13. Enumerate the impact of FDI on Indian retailing. How do MNC retailers affect the traditional retailers? Justify illustratively.
14. Bring out any five steps involved in strategic retail process.
15. What are the presentation techniques adopted by retailers to promote sales?
16. Give an account of the types of retail leases and terms involved in it.
17. Why appropriate pricing strategy is imperative while fixing retail cost with profit margin? Explain.

Part – C

Answer any TWO questions

(2x20=40)

18. Explain in detail the various kinds of food retailers.
19. Describe the types of shopping centres found in India.
20. Explain the factors to be considered to reduce the retailing communication gap.
21. Discuss the challenges faced by Street and Pavement vendors. Do you think that they play an irreplaceable role in our supply chain process? Explain illustratively.
