



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2019

16/17UCO5ES02 – RETAILING MANAGEMENT

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. Define Retailing Management.
2. List out the challenges faced by Retail development in India.
3. Who are Anchors?
4. Define Branding.
5. What do you mean by Power Centres?
6. Write a note on 'Retail Strategy'.
7. What is Retail Pricing?
8. Who are Peddlers and Hawkers?
9. Define a Retailer?
10. Write a note on 'Customer Relationship Management'.

SECTION - B

Answer any FOUR questions:

(4 x 10= 40 marks)

11. Discuss in brief the functions of Retailing.
12. What are the challenges to Retail Development in India? –Explain.
13. How do retailers set retail prices?
14. Discuss the need for strategic approach in Retail Sector.
15. How do Store Managers recruit, select, motivate, train and evaluate their employees?
16. Describe the Gaps model for improving retail customer service quality.
17. Explain in brief the merits and demerits of FDI in retail business.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. Enumerate in detail the classification of retailers with an example.
19. Explain the over view of the Customer Relationship Management process.
20. What are the reasons for the growth of retail in India? – Explain.
21. Explain in detail the various types of unplanned retail location.

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