

M.Com. Semester—III**MC-352 : RETAIL MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt any **TEN** questions from Section—A. Each question carries 2 marks. Attempt any **TWO** questions each from Section—B and Section—C. Each question in Section B and Section C carries 20 marks.

SECTION—A1. Attempt any **TEN** :

- (i) Super market
- (ii) Category Stores
- (iii) Service Retailing
- (iv) Grid-Store Layout
- (v) Merchandise Sourcing
- (vi) Assortment Plan
- (vii) Name any two international Franchises in India
- (viii) Free-Standing Location
- (ix) Highway Stores
- (x) Master Franchise
- (xi) Store Ambience
- (xii) Downtown/Central Business Districts. 10×2=20

2. Write a detailed note on Consumer Decision Making Process.
3. Write a detailed note on Retailing in India. Discuss the evolution of Retail; the drivers of retail change and the recent trends.
4. What do you understand by Retail Location ? Discuss the different steps involved in choosing a Retail Location.
5. What is the importance of the Store Design ? Highlight important elements of exterior and interior store design.

2×20=40

SECTION-C

6. Write a note on the concept and the types of Retail Franchising.
7. Discuss the different Retail Pricing Strategies.
8. Discuss briefly the process of Merchandise Planning.
9. What is Category Management ? Explain the Category Management Process.

2×20=40

weeklyphoetry.com