

Exam. Code : 225803

Subject Code : 104927

M.Com. 3rd Semester (Batch 2023-25) (CBGS)

RETAIL MANAGEMENT

Group-D : Marketing

Paper-MCO03010T

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. "India has developed as a major and most favourite destination for different retail sector players". Discuss the importance of retailing in the Indian Economy.
2. What are the different Retail Formats ? Explain the role of different Sociological and Economical factors in the evolution of Retail Formats.

SECTION—B

3. Critically analyse that how the changes in the retail marketing has affected the consumer decision making process. Also enlist the behaviour patterns of Retail Shoppers in India.

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4. Has franchising been successful in India ? What are the factors that are critical for the success of a franchise operation ?

SECTION—C

5. Explain the five rights of merchandising. What is the significance of merchandising for a retailer ?
6. Discuss the concept of Merchandise Planning and Assortment Planning. How these are important in Retail Management ?

SECTION—D

7. Explain the following :
- (a) Global Sourcing
 - (b) Merchandise Sourcing
 - (c) Private Labels
 - (d) Markdowns.
8. What are the reasons of emergence of Category Management ? Is the process of Category Management applicable to Indian Retailers ?

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