

M.Com. 3rd Semester

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—A

1. Attempt any *ten* :

- (i) Category Stores
- (ii) Service Retailing
- (iii) Direct mail retailing
- (iv) Merchandise Sourcing
- (v) Assortment Plan
- (vi) Hypermarkets
- (vii) Free-Standing Location
- (viii) Fair-Price Shops
- (ix) What are 'Haats' ?
- (x) Ware-House Clubs
- (xi) Master Franchise
- (xii) Downtown/Central Business Districts. 10×2=20

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2. Write a detailed note on Consumer Decision Making Process.
3. Discuss the concept and importance of Retailing.
4. What do you understand by Retail Location ? Discuss the different steps involved in choosing a Retail Location.

What is the importance of the Store Design ? Highlight important elements of exterior and interior store design.

2×20=40

SECTION—C

5. Discuss the different Retail Pricing Strategies.
6. Discuss Merchandising and the Process of Merchandise Planning.
7. What is Category Management ? Explain the Category Management Process.
8. Discuss the concept and the advantages and the disadvantages of Retail Franchising. 2×20=40