

**M.Com. 3<sup>rd</sup> Semester (Batch 2020-22)**

**RETAIL MANAGEMENT**

**Paper—MC-352, Group—D**

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. Discuss the characteristics and importance of Retailing in the current business world.
2. Write a note on the different types of store based and non store based Retail formats.

**SECTION—B**

3. Discuss the concept and relevance of visual merchandising in the modern Retail world.
4. Write a detailed note on consumer decision making process.

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## SECTION—C

5. What is Retail merchandising and merchandiser ? What are the roles and responsibilities of merchandiser ?
6. What is Merchandise Planning ? What are its benefits ? Discuss the scope of Merchandise planning.

## SECTION—D

7. Write a note on Retail pricing objectives and the factors affecting the pricing objectives.
8. What do you mean by Retail Franchising ? Explain its advantages and disadvantages.