

Exam. Code : 217603
Subject Code : 6467

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–A

1. 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. $10 \times 2 = 20$

SECTION-B

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