

Exam. Code : 217603

Subject Code : 6923

M.Com. 3<sup>rd</sup> 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.  $10 \times 2 = 20$

**SECTION—B**

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