

Exam. Code : 217603

Subject Code : 5569

M.Com. 3rd Semester

RETAIL MANAGEMENT

Group—D

Paper—MC-352

Time Allowed—Three Hours] [Maximum Marks—100

Note :—Attempt any **FIVE** questions; select at least **ONE** question from each Section. The **fifth** question may be attempted from any Section. Each question carries **20** marks.

SECTION—A

1. Discuss the drivers of retail change and challenges to retail development in India.
2. What do you understand by the concept of 'Retailing' ? Discuss its nature and importance.

SECTION—B

3. Explain different steps involved in choosing a retail location.
4. What is consumer behaviour ? Explain the customer decision making process in detail.

SECTION—C

5. What is Merchandising ? Also discuss factors affecting the buying function along with roles and responsibilities of a buyer.
6. Discuss in detail the process of Merchandise planning.

SECTION—D

7. Explain the different types of retail franchising along with its advantages and disadvantages.
8. Explain in detail the process of category management.