

Exam. Code : 217603

Subject Code : 5646

M.Com. 3rd 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.

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.