

Roll No.

Exam Code : J-21

Subject Code—54065

M. Com. EXAMINATION

(Batch 2017)

(Fourth Semester)

RETAIL MANAGEMENT

MCM-421

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. (i) Explain the "retail life cycle". $2 \times 7 = 14$
- (ii) What is "Video Viosks" Retail format.
- (iii) What is cash and carry business ?
- (iv) Elaborate the objectives of CRM in retail.
- (v) Explain in brief the tools used for visual-mercandising.
- (vi) Discuss 5 S's of Retail Operations.
- (vii) Write a short note on "FDI in Retailing".

Unit I

2. Explain the growth, present size and future of retail sector in India. 14
3. What is consumer behaviour in retail sector ?
How consumer behaviour effects the retail process of an organisation in developing nations like India ? 14

Unit II

4. What do you mean by planned retail locations ?
Explain the factors to be considered while selecting a retail location for grocery items in a semi-rurban area. 14
5. What do you mean by retail space management ?
Explain the importance and different layout design for Retail Space Management. 14

Unit III

6. What do you mean by Retail Pricing. Explain the various retail pricing strategies adopted by Indian retailers. 14

7. What do you mean by Merchandise Planning ?
What are its components ? Explain in brief the process of Merchandise Planning. 14

Unit IV

8. What is e-retailing ? Explain the challenges of e-retailing in India. 14
9. What is Retail Supply Chain Management.
Explain the functionability and importance of Supply Chain Management in retail industry of India. 14