



**SRN – 22**

**M.Com. (Semester – III) Examination, April 2018**  
**COO3B1 : RETAIL MARKETING (OA-18)**

Duration : 3 Hours

Total Marks : 60

- Instructions :** 1) Question No. 1 is **compulsory**.  
2) Answer **any five** questions from Q.No. 2, 3, 4, 5, 6, 7, 8 and 9.  
3) **All** questions carry **10** marks **each**.

1. Answer the following short questions in brief : (5×2=10)
  - a) Elaborate the term “Multichannel Retailing”.
  - b) What do you mean by Retail Positioning ?
  - c) What is Visual Merchandising ?
  - d) What is the difference between Store Retailing and Non-Store Retailing ?
  - e) What do you mean by Assortment Planning ?
2. A) What is Retailing ? Elaborate the characteristics of Retailing. 5  
B) What are the different types of retail stores available ? Explain in brief. 5
3. What are the various strategies a retailer has to take in order to survive in the market ? 10
4. Explain the various floor plans in designing a suitable retail layout. 10
5. A) Make a comparative analysis of product retailing and service retailing. 5  
B) What are the factors to be kept in mind while designing the pricing strategy for merchandise ? 5
6. A) Write an Explanatory note on “Retail Merchandising”. 5  
B) Discuss the FDI Policy on Single and Multi Brand Retailing in India. 5
7. What do you understand by Chain store ? What are its features, advantages and limitations ? 10
8. What are the prerequisites to establish a successful retail trade ? Explain in detail. 10
9. Explain the services that are provided by the retailer. 10