

M.Com. (Semester – III) (Bus. Mang.) Examination, November 2015
COO 3B1 : RETAIL MARKETING (OA – 18)

Duration : 3 Hours

Max. Marks : 60

- Instructions :** 1) This paper consists of **Nine** Questions carrying **equal** marks.
 2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.
 3) Answer **any 5** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.
 4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following short questions in brief : (5×2=10)
 - a) Explain two advantages of Chain Stores.
 - b) State four Growth Opportunities for retailers.
 - c) State and explain two types of fixtures used to display Merchandise.
 - d) Explain two elements of Retail Price.
 - e) What is the meaning of Single Brand Retail and Multi Brand Retail ?
2. a) Discuss the recent trends in the Indian Retailing Industry. 5
 b) How is Store Retailing different from Non-Store Retailing ? 5
3. a) Explain the importance of Profit Planning in Retail Operation. 5
 b) Discuss five major decisions taken by retailer with regards to retail mix variables of market Positioning. 5
4. a) Describe the different types of Shopping Centers. 6
 b) Enumerate the role of Atmospherics in Retail Strategy. 4

P.T.O.



5. a) State and explain four factors retailers consider in selecting a site for a store. 4
- b) Discuss the Exterior Store elements used to enhance the Store Image. 6
6. a) Describe how seven rights of Merchandising play a important role in modern Retailing. 7
- b) How does the process of Merchandise Planning have implications on other departments of business ? 3
7. a) As a retailer, explain the objectives in determining a pricing strategy. 6
- b) Explain the four Foundations of successful Strategic Relationships. 4
8. a) State and explain the various components of Merchandise Budget. 5
- b) Discuss how Airport and Railway Retailing has emerged as the fastest growing niches of retail. 5
9. a) Explain the environmental variables that have impact on International Retail Development. 5
- b) Explain Government Initiatives to promote Foreign Direct Investment in Retailing. 5
- a) Discuss the recent trends in the Indian Retailing Industry. 2
- b) How is Store Retailing different from Non-Store Retailing ? 2
- a) Explain the importance of Profit Planning in Retail Operation. 2
- b) Discuss five major decisions taken by retailer with regards to retail mix variables of market Positioning. 2
- a) Describe the different types of Shopping Centers. 4
- b) Enumerate the role of Atmospherics in Retail Strategy. 2