



M.Com. (Semester – III) (Bus. Mang.) Examination, November 2016
COO3B1 : RETAIL MARKETING (OA-18)

Duration : 3 Hours

Total Marks : 60

Instructions: 1) This paper consist of **nine** questions carrying **equal** marks.

2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.

3) Answer **any five** questions from **2, 3, 4, 5, 6, 7, 8 and 9**.

1. Answer the following questions : (5×2=10)
 - i) Product v/s service retailing.
 - ii) What do you mean by product positioning in retailing ?
 - iii) What are the components of retail atmospherics ?
 - iv) Mention any four functions of merchandise manager.
 - v) Explain the concept of single brand in retailing.
2. x) Compare traditional retail format with modern retail format giving suitable examples. 5
y) Explain in brief the role of services in retailing. 5
3. Discuss in detail the key issues in financial management of retail store operations. 10
4. x) Outline the importance of locational decisions for an upcoming retail mall proposed to come up in your neighbourhood. 5
y) To establish a Lifestyle Departmental Store in a large city, what are the factors you would generally like to consider when selecting a site ? Explain in brief. 5
5. Discuss Visual Merchandising and Store Space Management as key components of atmospherics for increased footfalls in the following situations. 10
 - i) Multibrand consumer durable retailer.
 - ii) Chain of gift item store.



6. What are the different types of pricing approaches adopted by the retailers ?
Comment on their advantages and limitations. 10
7. x) Explain in brief the objectives in determining a pricing strategy. 5
y) Explain the concept of multichannel retailing with suitable examples. 5
8. x) Enumerate the various steps involved in choosing a retail location at regional level. 5
y) Critically assess and evaluate the importance of technology in retail business as a tool for competitive advantage. 5
9. x) Analyse the environmental factors that have significant impact on international retail marketing. 5
y) Discuss the global scenario of foreign direct investments in retail sector. 5