



M.Com. (Semester – III) Examination, November 2017
COO3B1 : RETAIL MARKETING (0A-18)

Duration : 3 Hours

Total Marks : 90
(60 to be answered)

Instructions : 1) *Q. No. 1 is compulsory.*
2) *Answer any 5 out of qn. 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) What is merchandising ?
 - b) Define Target Market.
 - c) What is Retail Interior Design ?
 - d) Write a short comment on Promotional Merchandising.
 - e) Discuss the concept of Single Brand Retailing.
 2. A) How does the retail supply chain work ? 5
B) Define a retailer. State his features. 5
 3. What are the possible strategies a retailer can take in order to grow his sales ? 10
 4. Discuss the steps involved in deciding a suitable layout plan for a retail business. 10
 5. A) Explain the concept of Cross Merchandising. Give some tips to make cross merchandising effective. 5
B) Explain the process of sales forecast which a retailer does. 5
 6. A) Discuss the methods to evaluate a suitable site for retail business. 6
B) Write a note on Retail Selection Process. 4
 7. What do you understand by a Departmental Store ? What are its features, advantages and disadvantages ? 10
 8. What are the typical functions performed by a retailer ? 10
 9. What are the possible reasons of failure in retail business ? 10
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