



SRN – 21

M.Com. (Semester – III) (Bus. Mang.) Examination, April 2017
COO3B1 : RETAIL MARKETING (OA-18)

Duration : 3 Hours

Total Marks : 60

- Instructions:** 1) This paper consist of **nine (9)** questions carrying **equal** marks.
2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.
3) Answer **any five (5)** questions from **2, 3, 4, 5, 6, 7, 8 and 9**.

1. Answer the following questions. (5×2=10)
- i) What do you understand by non-store retailing ?
 - ii) What do you mean by Mark-up and Mark-down Strategy in Retail Management ?
 - iii) Explain the term visual merchandising.
 - iv) State any four methods of setting retail pricing.
 - v) Explain in brief FDI in Indian Retail Sector.
2. x) Discuss the importance of Retailing in India. What factors have lead to growth of retailing in India ? 5
- y) What are the emerging trends in retailing ? Discuss. 5
3. x) Discuss in detail with examples the process of formulating retail strategy. 5
- y) Explain the concept of Target Market in Retailing and explain in brief how to do the target market selection. 5
4. x) Elaborate various factors affecting the attractiveness of market areas and trade areas. 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. x) What are Retail Pricing Objectives ? Discuss in brief the various retail pricing approaches. 5
- y) Explain various methods for determining inventory evaluation. 5

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6. With the globalization of the economy's the retail formats are also changing world over. In the light of the same discuss various types of such new customized formats. 10
 7. Discuss the various policy initiative taken by Indian Government in order to boost the foreign direct investments in Indian Retail Sector. 10
 8.
 - a) Explain in brief the process of merchandise planning. 5
 - b) Explain the various measures used to assess the performance of retail space management. 5
 9.
 - a) Describe the factors affecting the global sourcing decisions in retailing. 5
 - b) What do you mean by retail chain stores ? Explain its advantages in India with suitable examples. 5
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