

19. (a) Compare the services retailing and product retailing.

Or

- (b) State the characteristics of retail branding.

20. (a) Explain the importance of personality and life style in retail shopping behaviour.

Or

- (b) How handling complaints in retail shoppers?

SECTION C — (3 × 10 = 30)

Answer any THREE out of Five questions.

21. Compare the traditional and non-traditional retailing.
22. Elucidate the importance of global trend in retailing.
23. Explain the objectives of human resource management in retail administration.
24. Elaborate the functions of merchandise management.
25. Discuss the tools and techniques used for retail research.
- _____

S.No. 8429

P 22 COE 3 B

(For candidates admitted from 2022–2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

Cooperative Management – Elective

RETAIL MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions.

- I. (A) Multiple choice questions: (5 × 1 = 5)
1. The function of retail management start with _____.
- (a) Buying (b) Planning
- (c) Organising (d) Supervising
2. Many retailers have improved their operation productivity thought _____.
- (a) Computerisation (b) Outsourcing
- (c) Interval sourcing (d) Large retailers

3. Freedom layout indicates that merchandise is arranged _____.
 - (a) In a symmetrical manner
 - (b) In circles
 - (c) In an asymmetrical manner
 - (d) Non to the options
4. What is not easy to change in retail management?
 - (a) Promotion (b) Location
 - (c) Price (d) Merchandise mix
5. CRM means _____.
 - (a) Consumer retail management
 - (b) Customer retail management
 - (c) Customer relationship management
 - (d) Consumer resource management

(B) Fill in the banks: (5 × 1 = 5)
6. Retailer is a person who sells the goods in a _____.
7. In retailing there is a direct interaction with _____.
8. Human resource management process consists of _____.
9. The computerised check out is used by _____.
10. Shopping process in retailing involved _____.

- II. Answer ALL questions: (5 × 2 = 10)
11. Define retailing.
 12. Give the meaning of rural retailing.
 13. What is retail management?
 14. What do you mean by retail communication?
 15. State the meaning of retail research.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Describe the characteristics of retailing.
- Or
- (b) Explain the importance of E-retailing.
17. (a) Examine the recent trends in Indian retail industry.
- Or
- (b) State the features of FDI in retailing.
18. (a) Describe the functions of retail service quality management.
- Or
- (b) Enumerate the objectives of store management.