

18. (a) Write a short note on importance of Merchandising.

Or

- (b) State the disadvantages of visual merchandise.

19. (a) Discuss role of CRM in retail business.

Or

- (b) Write a note on Retail communication.

20. (a) How will retail banks work?

Or

- (b) Discuss the advantage of online retailing.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Explain the different types of retail stores.
22. Briefly explain types of Franchising with examples.
23. Discuss the role of supply chain management in retail management.
24. Discuss the policy and procedure involved in handling of customer complaints.
25. Explain the role of retail banking in individual life.

S.No. 8292

P 22 MCE 1 A

(For candidates admitted from 2022–2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

Commerce – Elective

RETAIL MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

- I. (A) Choose the best answer (5 × 1 = 5)

1. In retailing there is a direct interaction with

- (a) Producer (b) Customer
(c) Wholesaler (d) All of these

2. _____ type of franchising a franchisee with mutual consent acquires names and identify of the franchiser.

- (a) Product franchising
(b) Trade Mark franchising
(c) Both (a) and (b)
(d) Business format franchising

3. _____ is a type of advertising that seeks to achieve a specific action among a selected group of consumers.
 - (a) Direct Marketing
 - (b) Product franchising
 - (c) Advertising
 - (d) Business format franchising
4. ECR stands for _____.
 - (a) Effective Consumer Response
 - (b) Efficient Consumer Response
 - (c) Efficient Consumer Respect
 - (d) Efficient Consume Response
5. The main objectives of HRM in retailing is _____.
 - (a) Societal objectives
 - (b) Personal objectives
 - (c) Functional objectives
 - (d) All the above
- (B) Fill in the blanks (5 × 1 = 5)
6. FDI in the retail industry has resulted in _____ revolution.
7. The correct statement about chain stores is _____
8. A multi channel retailer sells merchandise _____

9. _____ is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle.
10. _____ is the process of describing the operation duties and responsibilities of the job.
- II. Answer ALL questions. (5 × 2 = 10)
11. List out the types of Retailing.
12. What do you mean by Franchising?
13. Define the term Merchandising.
14. What is Retail Marketing?
15. Mention any two advantage of E-retailing.

PART B — (5 × 5 = 25)

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

16. (a) Explain the importance of retailing.
- Or
- (b) State the characteristics of retailing.
17. (a) What are the factors considering designing retail strategies?
- Or
- (b) State the features of franchising.