

Exam. Code : 217603

Subject Code : 4622

M.Com. 3<sup>rd</sup> Semester  
RETAIL MANAGEMENT

Paper—MC-352

(Group—D)

Time Allowed—3 Hours] [Maximum Marks—100

SECTION—A

**Note** :— Attempt any **ten** questions from Section-A. Each question carries 2 marks. Attempt any **two** questions each from Section-B and Section-C. Each question in Section-B and Section-C carries **20** marks.

1. Explain any **ten** parts of the following :—
  - (a) Hyper Markets.
  - (b) Retail Formats.
  - (c) Service Retailing.
  - (d) Category Management.
  - (e) Merchandise planning.
  - (f) Market Skimming.
  - (g) Cross Pricing.
  - (h) Off-Price Retailers.
  - (i) Suburban Business Districts.
  - (j) Assortment Plan
  - (k) Visual Merchandising
  - (l) Multi level selling.

SECTION—B

2. What do you understand by the concept of 'Retailing'? Discuss its nature and why is retailing so important to society.
3. What do you understand by consumer decision making? Discuss in detail consumer process model.
4. What is the importance of store interiors? Explain the elements and factors of store interiors.
5. What are different methods of evaluating trading area? Give in detail.

SECTION—C

6. Explain the concept of Merchandising and also discuss the process of merchandise planning.
7. What do you understand by retail pricing? Discuss different types of retail pricing strategies.
8. What is merchandising? Explain the factors affecting the buying function.
9. Explain the different types of franchising along with the advantages.