

**Exam. Code : 217603**  
**Subject Code : 5569**

**M.Com. 3<sup>rd</sup> Semester**  
**RETAIL MANAGEMENT**  
**Group—D**  
**Paper—MC-352**

Time Allowed—Three Hours] [Maximum Marks—100

**Note** :—Attempt any **FIVE** questions; select at least **ONE** question from each Section. The **fifth** question may be attempted from any Section. Each question carries **20** marks.

**SECTION—A**

1. Discuss the drivers of retail change and challenges to retail development in India.
2. What do you understand by the concept of 'Retailing' ? Discuss its nature and importance.

**SECTION—B**

3. Explain different steps involved in choosing a retail location.
4. What is consumer behaviour ? Explain the customer decision making process in detail.

**SECTION—C**

5. What is Merchandising ? Also discuss factors affecting the buying function along with roles and responsibilities of a buyer.
6. Discuss in detail the process of Merchandise planning.

**SECTION—D**

7. Explain the different types of retail franchising along with its advantages and disadvantages.
8. Explain in detail the process of category management.