

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **24PCO104**

DURING THE ACADEMIC YEAR 2024-26 ONLY)

REG.NO.

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024**

**M.Com.**

**MAXIMUM MARKS: 75**

**SEMESTER: I**

**TIME : 3 HOURS**

## **RETAIL MANAGEMENT**

### **SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

1. --- ---is the process of selling consumer goods and services through different channels.  
a) Retail b) Street seller c) Grossers shop d) Department store
2. -----planning involves identifying potential risks and uncertainties that may impact the organization's ability to achieve its objectives.  
a) Human b) Strategic c) Information d) Sales
3. -----is the support you offer your customers, from the moment they first contact your business to the months and years afterward.  
a) Customer behaviour b) Customer attitude c) Customer service d) Customer moment
4. -----refers to the process of helping customers find products in your store.  
a) Company management b) Customer management c) Organization management  
d) Retail management
5. A ----- is the person ultimately responsible for the day-to-day operations (or management) of a retail store.  
a) Retail manager b) Retail sales man c) Customer service d) Production manager

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. What is retailing?
7. What is retail strategy?
8. List the elements of retail store selection.
9. What is e-Tailing?
10. Define retail industry.

**(CONTD .... 2)**

**SECTION – B****(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Describe the characteristics of retailing.  
(OR)  
b) Explain the factors influencing retail business.
12. a) State the nature of strategic planning in retailing.  
(OR)  
b) Describe the types of retail store location.
13. a) List the role of stores manager.  
(OR)  
b) Point out the types of pricing strategies.
14. a) What is a Retail Management Information System?  
(OR)  
b) Describe the advantages of E-tailing.
15. a) List the traits of retailers.  
(OR)  
b) State the career opportunities in retailing.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4/K5)**

16. a) Analyze the functions of Retailing.  
(OR)  
b) Discuss the types of retailers.
17. a) Explain the importance of store location.  
(OR)  
b) Discuss the types of retail organization.
18. a) Examine the types of customer service.  
(OR)  
b) Explain the objectives of merchandise management.
19. a) Summarize the Types of Electronic Retailing (E-tailing) .  
(OR)  
b) Explain the merits of electronic artificial surveillance.
20. a) Explain the merits of retail industry.  
(OR)  
b) Examine the evolution of Indian retail industry.