

M.COM. (Semester – III) (Business Management) Examination, January 2021

COO317 – Retail Marketing

Duration: 2 Hours

Max. Marks: 60

Instructions: 1) This paper consists of **nine** questions carrying **equal** marks.

2) Question No. 1 consists of **5 compulsory** questions of **2 marks** each.

3) Answer **any 5** questions from Q. No. 2, 3, 4, 5, 6, 7, 8 and 9.

4) **Each** question carries **10 marks**. Figures to the **right** indicate marks.

1. Write a short note on the following: (5 x 2 = 10)
 - a. Multi – Channel retailing
 - b. Cost leadership strategy
 - c. Store Atmospherics
 - d. Global Sourcing
 - e. Private label brands

2. Explain the interior and exterior design elements of a retail store. 10

3. What is Store – based retailing? Discuss the different types of retail outlets based on the type of merchandise offered. 10

4. What do you mean by Retail location? Explain the various factors to be considered while choosing a retail location. 10

5. a. Explain the steps involved in the process of Sales forecast. 05

b. As a retailer, what strategies would you adopt in order to grow in the market? 05

6. What is Merchandising? Explain in detail the steps involved in Merchandise procurement. 10

7. Define retailing? Explain the various functions performed by a retailer. 10

8. What is International expansion? Discuss the market entry modes used by the retailer to enter international market. 10

9. What is Retail strategy? Explain the various internal and external factors influencing the Retail price strategy. 10
