

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN**  
**SEMESTER END EXAMINATION, JANUARY 2022**

<b>Semester: III</b>	<b>Course Name and Code: RETAIL MANAGEMENT [UCOG124]</b>	<b>Date:</b>
<b>Total Marks: 80</b>		<b>Total No of pages: 02</b>
<b>Duration: 2 Hours</b>		

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*Instructions: 1) All questions are compulsory, however internal choice is available.  
2) Answer sub-questions in Q. 1 and Q. 2 in not more than 100 words each.  
3) Answer questions Q. 3 to Q. 6 each in not more than 400 words.  
3) Figures to the right indicate marks.*

**Q.1. Answer any four of the following:** **[4 x 4 = 16]**

- i. Give the meaning of retailer.
- ii. Explain briefly the innovation stage of retail life cycle.
- iii. Explain how retailer adds value to goods and services.
- iv. What are specialty stores?
- v. What are the prospects for online retailing?
- vi. What is multi channel retailing?

**Q. 2. Write notes on any four of the following:** **[4 x 4 = 16]**

- i. Levels of location decision
- ii. Central Business District
- iii. Strip centres
- iv. Non -store retailing
- v. Store exterior design
- vi. Race track layout

**Q. 3. a. List and explain any six factors leading to retail growth.** **[12]**

OR

b. Explain the Retail Life Cycle.

**Q. 4. a. "Independent retailer format is best for beginners in retail". Justify.** **[12]**

OR

b. Critically evaluate franchising as a retail format.

**Q. 5. a. What is Store location? Highlight its importance.** **[12]**

OR

b. What factors influence site location for a retail store?

- Q. 6. a. What is visual merchandising? Explain the methods of display.  
OR  
b. Explain the meaning and components of interior store design.

[12]

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