

(FOR THE CANDIDATES ADMITTED

21UCC4N2

DURING THE ACADEMIC YEAR 2020 & 2021 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS: MAY-2023

COURSE NAME: ALL UG DEGREE COURSES

MAXIMUM MARKS: 50

SEMESTER: IV

TIME: 2 HOURS

PART – IV
RETAIL MANAGEMENT

SECTION – A**(10* 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****MULTIPLE CHOICE QUESTIONS.****K1**

1. Many retailers have improved their operation productivity through _____.
 a) Computerization. b) Outsourcing. c) Both a & b d) None of these.
2. The main centre of commerce and trade in the city is _____.
 a) Central Business District b) Retail store c) Business Model d) Strategy
3. The integral part of retail marketing mix is _____.
 a) Pricing b) Product c) Customer service d) Place
4. The products are put together as a package deal and charged one price is called _____.
 a) Skimming Price b) Price Bundling c) Price Lining d) Price Range
5. The important aspect of human resource management in retail is _____.
 a) Training b) Recruitment c) Selection d) None

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. K2

6. Define Retailing.
7. Write note on retail pricing strategy.
8. What do you mean by retail marketing mix?
9. What do you mean by price lining?
10. Define human resource management.

SECTION – B**(5X 8 = 40 MARKS)****ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS.**

11. Discuss the drivers of retail changes in India. (K4)
12. Explain the challenges for retail development. (K4)
13. Explain about the components of retail marketing mix. (K4)
14. Discuss and explain about STP approach with diagram. (K4)
15. Examine the steps in merchandise sourcing in detail? (K5)
16. Explain about the pricing strategies adopted by the retailer. (K4)
17. Explain about the functions of human resource management in retail. (K4)
18. Enumerate the importance and applications of information technology in retail. (K5)