

(FOR THE CANDIDATES ADMITTED DURING  
THE ACADEMIC YEAR 2020 ONLY)

20UCC4N4

REG. NO.:

NGM COLLEGE (AUTONOMOUS) POLLACHI

END OF SEMESTER EXAMINATIONS: JULY 2022

UG COURSES (SF)

MAXIMUM MARKS: 50

IV - SEMESTER

TIME: 2 HOURS

PART-IV: NON MAJOR ELECTIVE - II

RETAIL MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER ALL THE FOLLOWING QUESTIONS: (K1)

(Multiple choice questions)

- Retailing creates \_\_\_\_\_.  
a) Time utility      b) Place utility      c) Ownership utility      d) All of these
- The word Retail is derived from the \_\_\_\_\_ word  
a) Latin      b) French      c) English      d) German
- Retailing is a marketing function which \_\_\_\_\_.  
a) Sells products to other business      b) Sells products to a company that resells them  
c) Sells products to final consumers      d) Sells products for one's own use
- The computerized check out is used by \_\_\_\_\_.  
a) Large retailers      b) Small retailers      c) Multi retailers      d) All of these
- \_\_\_\_\_ gives the nature and requirements of specific jobs.  
a) Human resource planning      b) Job descriptions  
c) Job analysis      d) None of these

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

- What do you mean by retailing?
- Define Retail Marketing Mix
- Expand STP
- Expand HRM
- What do you mean by Retail Merchandising?

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS. (K3)

- Explain the importance of retail Marketing
- What are the factors affecting Consumer decision making process.
- How do you choose the choice of retail location?
- Discuss the 7P's of Marketing.
- Determine the components of retail communication mix.
- What are the types of Retail Merchandising?
- Examine the importance and applications of information technology in Retail.
- Who is the biggest retailer in India?

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