

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **23 PCO 415**

DURING THE ACADEMIC YEAR 2023-24 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY – 2025

M.Com.

MAXIMUM MARKS: 75

IV SEMESTER

TIME : 3 HOURS

RETAIL MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Select which one is retailing?
(a) Selling goods in bulk (b) Selling goods and services to end consumers
(c) Manufacturing products (d) Wholesale trade.
2. Which factor influences store location selection?
(a) Customer demographics, (b) Competition
(c) Accessibility and traffic patterns (d) All of the above.
3. Show the primary goal of store management.....
(a) Increasing product cost (b) Reducing customer visits
(c) Efficiently operating a retail store to maximize sales and customer satisfaction
(d) Limiting store promotions .
4. Which is the primary purpose of a Retail Management Information System?
(a) To track customer preferences only
(b) To collect and process sales data to assist in decision-making
(c) To manage human resources in a store
(d) To design store layouts
5. Which of the following is a key trait of successful retailers?
(a) Lack of interest in customer service
(b) Ability to innovate and adapt to market trends
(c) Resistance to change in business operations
(d) Focus solely on short-term profits

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define : Retailing.
7. Indicate the “a retail strategy”.
8. Explain the “key responsibilities of a store manager”
9. Infer the “Bar Coding”
10. Interpret the “key traits of successful retailers”

(CONTD 2)

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

11. (a) Apply the “evolution of Retailing in India”
(OR)
(b) Assess the “Retail Business in India”.
12. (a). Examine the “main steps in the retail strategic planning process”
(OR)
(b) Find the “ common legal forms of retail business”
13. (a) Interpret the “main objective of merchandise management”
(OR)
(b) Examine the “ importance of visual merchandising”
14. (a) Describe the “role of integrated systems and networking in retailing”
(OR)
(b) Interpret the “ purpose of a Customer Database Management System (CDMS)”
15. (a) Show the main “employment opportunities in the retail industry”
(OR)
(b) Assess the “ role of a Sales Executive in retail”

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

16. (a) Analyze the functions of Retailing”
(OR)
(b) Assume and analyze the “Emerging Trends in Retailing”
17. (a) Determine the “nature of Strategic Planning in Retail”
(OR)
(b) Point out the “Forms of Retail Organization & Legal Forms”
18. (a) Infer the “concept of store management and its importance in the retail industry”.
(OR)
(b) Inspect the “role and responsibilities of store managers in retail operations”.
19. (a) Investigate the “Impact of Information Technology on Retailing”:
(OR)
(b) Justify the “Analyse the Legal, Social, and Ethical Issues in Retailing”
20. (a) Appraise the “Career Opportunities in Retailing”
(OR)
(b) Interpret the “ Impact of Integrated Multichannel Retailing on Careers”