

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2025

M.Com .

MAXIMUM MARKS: 75

SEMESTER : I

TIME : 3 HOURS

RETAIL MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

K1

1. Which of the following is a function of retailing?
 - a) Manufacturing
 - b) Wholesaling
 - c) Risk-bearing
 - d) Advertising
2. Traditional retailing is mostly characterized by.....
 - a) Online shopping
 - b) Department stores
 - c) Mom-and-pop stores
 - d) Telemarketing
3. Which of the following is not a store-based retailer?
 - a) Department store
 - b) Hypermarket
 - c) Catalogue retailing
 - d) Convenience store
4. What does FDI in retail refers to?
 - a) Foreign Direct Investment
 - b) Future Development Index
 - c) Financial Development Institution
 - d) Formal Development Investment
5. Which is an emerging trend in retailing?
 - a) Street vending
 - b) E-tailing
 - c) Newspaper classifieds
 - d) Door-to-door sales

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Retailing.
7. Mention any two influencing factors of store location.
8. Indicate any two traits of successful retailers.
9. What do you mean by Non-Store Retailing (e-tailing).
10. Interpret the role of multichannel retailing.

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K3)

11. a) Assess the characteristics of retailing.
(OR)
 b) Classify the legal forms of retails with examples.
12. a) Describe the strategic planning process in retailing.
(OR)
 b) Write about the various types of Retail Organization.
13. a) Examine the objectives of merchandise management.
(OR)
 b) Interpret the functions of a store manager.
14. a) Describe the impact of information technology in retailing.
(OR)
 b) Write a short note on Electronic Article Surveillance and Shelf Labels
15. a) List the career opportunities available in the retail industry.
(OR)
 b) Discover the role of a Sales and Merchandise Representative (SMR).

SECTION – C**(5 X 8 = 40 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)

- 16 a) Outline the evolution of retailing in India and explain the influencing factors of retail business.
(OR)
 b) Compare the types of store-based and non-store-based retailers with suitable examples.
- 17 a) Explain the successful retail strategy of D-Mart.
(OR)
 b) Analyze the significance of trade area analysis and site evaluation in retailing.
- 18 a) Examine the different types of pricing strategies used in merchandise pricing.
(OR)
 b) Explain the importance of customer service and its types in retail store management.
- 19 a) Discuss the various components of a Retail Management Information System(RMIS).
(OR)
 b) Elaborate on legal, social, and ethical issues in the context of retailing.
20. a) Evaluate the traits required to be successful in a retail career and discuss the scope for future retailing.
(OR)
 b) Justify the concept and significance of integrated multichannel retailing in the current scenario.