II Semester B.Com. Examination, April/May 2015
(CBCS) (Fresh) (2014-15 and Onwards)
COMMERCE
Paper – 2.4 : Retail Management

Time : 3 Hours
Max. Marks : 70

Instruction: Answer should be written either in English or Kannada.

SECTION – A

Answer any 5 questions. Each sub-question carries 2 marks. (5x2=10)

1. a) What is departmental stores ?
   b) Define retailing.
   c) What is meant by consumer motivation ?
   d) What is warehouse ?
   e) What is retail marketing mix ?
   f) What is e-commerce ?
   g) What do you mean by electronic shelf label ?

SECTION – B

Answer any 3 of the following. Each question carries 6 marks. (3x6=18)

2. Explain the different types of retailing.
3. Explain briefly the buying decision process.
4. What are the advantages and disadvantages of value based pricing ?
5. Describe the components of visual merchandising.
6. Explain ethical issues in retailing.

SECTION – C

Answer any 3 of the following. Each question carries 14 marks. (3x14=42)

7. Explain the various factors influencing retail business in India.
8. What is stores layout ? Explain the important types of stores layout.
9. Explain the factors affecting consumer behaviour.
10. Explain the employees performance appraisal methods available in retailing.
11. Explain the factors affecting pricing decision.

P.T.O.