II Semester B.Com. Examination, May 2016  
(CBCS) (Fresh + Repeaters) (2014-15 and Onwards)  
COMMERCE  
Paper – 2.4 : Retail Management

Time : 3 Hours  
Max. Marks : 70

*Instruction*: Answers should be either in *English* or *Kannada*.

**SECTION – A**

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

1. a) What is ‘business plan’?  
   ‘ವ್ಯಾಂಜವೈಲ ಸ್ಸ್ಸ್ನಿಗೆ ಎಣ್ಣೆಯಾಗುತ್ತದೆ?'

b) Give the meaning of ‘cross merchandising’.  
   ‘ಸ್ರಾಫ್ ಎಂಜಿನಿಯರ್ ಶಿಖರಗಳಿಂದ ಉಂಟಾಗುತ್ತದೆ.'

c) What is mark-down pricing?  
   ಮೂಲಕ ಪ್ರತಿಪಾದಿಸಲು ಎಣ್ಣೆಯಾಗುತ್ತದೆ?

d) What is FDI?  
   FDI ಎಣ್ಣೆಯಾಗುತ್ತದೆ?

e) What is ‘Online retailing’?  
   ‘ವೈರಲ್ಡ್ ರೈಟಿಯಿಂಗ್’ ಎಣ್ಣೆಯಾಗುತ್ತದೆ?

f) State any four types of retail stores.  
   ಎಣ್ಣೆಯಾಗುತ್ತದೆ.

g) State any two merits of direct selling.  
   ಎಣ್ಣೆಯಾಗುತ್ತದೆ.

**SECTION – B**

Answer any 3 questions. Each question carries 6 marks.  
(3 × 6 = 18)

2. What is tele-marketing? State its advantages.  
   ಟೆಲಿ-ಮ್ಯಾರ್ಕೆಟ್ಂಗ್? ಎಣ್ಣೆಯಾಗುತ್ತದೆ. 
   ಎಣ್ಣೆಯಾಗುತ್ತದೆ. 

3. Briefly explain the role of coupons in retail marketing.  
   ಸ್ರಾಫ್ ಎಂಜಿನಿಯರ್ ಬೆಂಬಲವನ್ನು ಎಣ್ಣೆಯಾಗುತ್ತದೆ. 

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4. Enumerate the role of media in retail promotion.

5. What are the features of good stores layout for retail shop?

6. Briefly explain the code of ethics for retail industry.

SECTION – C

Answer any 3 questions. Each question carries 14 marks. (3x14=42)

7. Explain various phases of retail life cycle with suitable remedies.

8. What are the steps involved in retail planning process? Explain.

9. a) State the factors influencing price sensitivity.

   b) Explain the importance of logistics in retail business.

10. Explain the techniques and benefits of trade area analysis.

11. Write a note on:

    a) E-retailing

    b) Departmental Store.