

(7 pages)

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B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

Sixth Semester

Commerce/Banking and E-commerce — Core

RETAIL MANAGEMENT

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer.

1. The retail organization loses its _____ edge at decline stage
- (a) Competitive (b) Promotion
(c) Positioning (d) Segmenting

2. Pavement Vendors are categorized in
- (a) Unorganized Retailing
(b) Organized Retailing
(c) Mixed Retailing
(d) Warehouse Clubs
3. Supermarket is a kind of _____
- (a) Wholesale (b) Distributor
(c) Dealer (d) Retail store
4. A traditional format that sell 20-80 percent of groceries and other consumable product at discounted prices
- (a) Dollar Store (b) Discounted stores
(c) Chain stoic (d) Off price store
5. What type of competitive structure are most retail firms involved in?
- (a) Horizontal competition
(b) Monopolistic competition
(c) Vertical competition
(d) Pure competition

6. If a retailer is offering the same products and quantities to different customers at different prices, the retailer has what kind of pricing policy?
- (a) Two-price (b) Customary
(c) Flexible (d) Leader
7. Which of the following psychological factors drive a person to satisfy his need and wants.
- (a) Motivation
(b) Perception
(c) Learning
(d) Beliefs and attitudes
8. MIS supplies information, which include data from both internal and external sources is useful for
- (a) Order processing
(b) Invoicing
(c) Customer analysis and product performance
(d) All of the above

9. Which of the demographic variables is not used by marketers for demographic segmentation?
- (a) Family life cycle
(b) Income and occupation
(c) Gender
(d) Poverty
10. If an organization targets to market a particular product to a variety of segments in order to build a strong reputation in that product area is called.
- (a) Product specialization
(b) Market specialization
(c) Selective specialization
(d) Single-segment concentration

PART B — (5 × 5 = 25 marks)

Answer ALL the questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the characteristics of retailing?

Or

- (b) Explain the Global trends in retailing.

12. (a) List the features of Department Stores.

Or

- (b) What are the advantages of Supermarkets?

13. (a) What are the levels of Strategy for Retail Organizations?

Or

- (b) Describe Political / legal Environment of retailing.

14. (a) Explain the importance of location decision in retailing.

Or

- (b) Explain the need of information technology in retail.

15. (a) Describe the retail pricing objectives.

Or

- (b) What are the benefits of Retail Merchandising?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the importance of retail marketing.

Or

- (b) What are the differences between traditional and non-traditional retailing?

17. (a) Classify the modern format retailers.

Or

- (b) What are the types of retail ownership?

18. (a) Summarize the stages in Strategic retail planning process.

Or

- (b) Explain the Functions of Retail Strategy.

19. (a) Elaborate the more common types of retail locations.

Or

- (b) What are the Non-store formats?

20. (a) Describe the responsibilities of retail merchandiser.

Or

- (b) What are the key areas in merchandise management?
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