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CMS 551

**IV Semester M.Com. Degree Examination, September/October 2022
(Choice-Based Credit System) (CBCS) (Regular and Repeaters)
COMMERCE
Retail Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer **any four** questions out of seven, **each** question carries **10** marks, answer to **each** question should **not** exceed **4** pages. **(10×4=40)**

1. What is retailing ? Explain the objectives and functions of retailing.
2. Define multichannel. Discuss the role of multichannel in retailing.
3. Examine the essential elements of retail mix.
4. Briefly explain the advantages and disadvantages of value-based pricing.
5. Describe the components of visual merchandizing in retailing.
6. What is store location ? Explain the different factors to be considered at the time of selecting a location of a retail store.
7. Explain the different methods of inventory control in organized retailing.

SECTION – B

Answer **any two** questions out of three, **each** question carries **15** marks, answer to **each** question should **not** exceed **7** pages. **(15×2=30)**

8. Explain the various factors influencing retail business in India.
 9. Critically evaluate the role of FDI in retailing.
 10. Discuss in detail the emerging challenges before Indian retailers in the context of global retailing.
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