



SA – 744

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.

(5×2=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.

(3×6=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.

(3×14=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.