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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(MARKETING)

(FIRST YEAR)

150. RETAIL MANAGEMENT

(New Regulations)

Time: Three hours

Maximum: 100 marks

SECTION -A

(5 × 8 = 40)

Answer any FIVE questions

1. Explain the features of retail marketing.
2. What is Customer Relationship Management? State its need in retail business.
3. Why is segmentation becoming increasingly important? Explain
4. Discuss the factors to be considered in planning retail marketing communication.
5. Explain the determinants of mall location.
6. Explain the concepts of hyper market and super market.
7. Discuss various methods of training to retail personnel.
8. Is mall advertisement is essential? Discuss.

SECTION -B

(3 × 20 = 60)

Answer any THREE questions

9. Discuss the suitability of legal environment in India towards retail marketing.
10. Explain the factors influencing modern retailing.
11. Explain different motivational methods of retail personnel.
12. Explain the components of shopping facilities in Mall establishments. How do they contribute to purchase opportunities?
13. Give the meaning of Retail Personnel Management. Explain the functions of retail personnel.
