



71222

II Semester B.C.L.S. Examination, September/October 2023

(CBCS) (Fresh + Repeaters)

COMMERCE

Paper – 2.4 : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English**.

SECTION – A

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

1. a) What is business plan ?
- b) What is online retailing ?
- c) What is FDI ?
- d) Who is initiator and disposer ?
- e) Define supply chain management.
- f) State any two merits of indirect selling.
- g) What do you mean by warehouse ?

SECTION – B

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

2. Explain the different types of retailing.
3. Enumerate the role of media in retail promotion.
4. What are the features of good store layout for retail shop ?
5. Explain the importance of logistics in retail business.
6. What are the advantages and disadvantages of value based pricing ?

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Explain various phases of retail life cycle with suitable remedies.
 8. Discuss the factors influencing consumer buying behavior.
 9. Explain factors affecting pricing decision.
 10. Explain employee's performance appraisal methods available in retailing.
 11. Explain social and ethical issues in retailing.
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