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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.
(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.COM.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
II	PART - III	CORE ELECTIVE	U21CO2E1A	RETAIL MANAGEMENT

Date & Session: 14.11.2024 / FN   **Time : 3 hours**   **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Retailers are referred to as _____. a) Intermediaries b) Prospects c) Competitors d) Marketing Consultants
CO1	K2	2.	The French word retailer means _____. a) Whole of b) a piece of c) a part of d) Proportion of
CO2	K1	3.	_____ retailers may be in odd sizes, unpopular colours or with minor defects. a) Off Price Retailers b) Dollar Stores c) Catalogue Showrooms d) Kirana
CO2	K2	4.	Which one of the following is consumer sales promotion? a) Samples b) Buying Allowance c) Bonus d) Sales Force Contest
CO3	K1	5.	The store format which has least space? a) Super Store b) Compact Super Store c) Metro Store d) Express Store
CO3	K2	6.	Which one is strongly marketed as a unified shopping destination with one name and logo? a) Shopping Mall b) Super Store c) Compact Superstore d) Convenience Store
CO4	K1	7.	Which one of the following is not the function of the controller in a department store? a) Warehousing b) Credit c) Expense Control d) Merchandising Control
CO4	K2	8.	What kind of promotion is suitable to inform the target market about the firm's offering? a) Informative Promotion b) Persuasive Promotion c) Reminder Promotion d) Buyer Behaviour Modification
CO5	K1	9.	_____ allows the customers to evaluate and purchase the product from the comfort to their home. a) Online Shopping b) Kiosks c) Airport Retailing d) Outlet Stores
CO5	K2	10.	Which Zone will include shop there as an alternative to local shopping? a) Primary Trading Zone b) Secondary Zone c) Regional Zone d) Fringe Zone
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Write about the Importance of retailing **(OR)**
CO1	K3	11b.	Determine the major objectives of retailing industry in India.

Course Outcome	Bloom's K-level	Q. No.	
CO2	K3	12a.	How will you apply the various strategies of retail pricing?
			(OR)
CO2	K3	12b.	Determine the benefits for implementing Customer relationship management in retailing.
CO3	K4	13a.	Analyze the role of brand in retailing.
			(OR)
CO3	K4	13b.	"A buyer with a high level of brand loyalty for a product will buy it repeatedly" Comment.
CO4	K4	14a.	Analyze the advantages of Information technology in retailing.
			(OR)
CO4	K4	14b.	Categorize the Information technology innovations in retailing.
CO5	K5	15a.	How will you assess the factors involving E-marketing activities in business?
			(OR)
CO5	K5	15b.	Justify the reasons for buying over internet.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Apply the Functions of Retailing.
			(OR)
CO1	K3	16b.	Determine the Classification of Retailers.
CO2	K4	17a.	Analyze the Retail pricing strategies in business.
			(OR)
CO2	K4	17b.	Examine the Promotional mix and strategic development in India.
CO3	K4	18a.	Categorize the Advantages of brand building.
			(OR)
CO3	K4	18b.	How will you assess the Positioning of brand and its risk in positioning?
CO4	K5	19a.	Criticize the Impact of information technology in modern retailing.
			(OR)
CO4	K5	19b.	"Electronic retailing involves the sale of goods through internet" Justify.
CO5	K5	20a.	As an entrepreneur, how will you evaluate the Short coming of E Retailing?
			(OR)
CO5	K5	20b.	If you become a business man, how will you assess the factors involved in retailing through international?