



71

VI Semester B.Com. Examination, April/May 2015
(Freshers) (2014–15 & Onwards Scheme)
COMMERCE

Paper – 6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 100

Instruction: Answers should be written completely either in **English** or in **Kannada**.

SECTION – A

Answer **any ten** of the following. **Each** question carries **two** marks. (10×2 = 20)

1. a) State the meaning of Retailing.
- b) What is a Super Market ?
- c) Give the meaning of Markdown Pricing.
- d) What is customer satisfaction ?
- e) Expand SWOT.
- f) State the meaning of Recruitment.
- g) What is supply channel ?
- h) Give the meaning of Business plan ?
- i) What is Retail operation ?
- j) State the meaning of Inventory Management.
- k) Give the meaning of Bar coding.
- l) What is price sensitivity ?

SECTION – B

Answer **any four** of the following. **Each** question carries **eight** marks. (4×8 = 32)

2. Briefly explain the forms of retailing based on ownership.
3. Explain the buying decision process briefly.
4. Distinguish between Supply Chain Management and Logistics Management.

P.T.O.



5. State the different Sources of Recruitment.
6. Briefly explain the Social Issues in Retailing.

SECTION – C

Answer **any three** questions. **Each** question carries **sixteen** marks.

(3×16 = 48)

7. Explain the present Indian Retail Scenario.
8. Explain the factors influencing Location of a store.
9. Explain the factors influencing Retail Pricing.
10. Explain the factors affecting the use of IT in Retailing.