



MS – 460

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**VI Semester B.Com. Examination, May 2016
(Fresh + Repeaters) (2014-15 and Onwards)
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) What is retailing ?
- b) Give the meaning of super market.
- c) What is meant by consumer Motivation ?
- d) What is stores lay-out ?
- e) State the meaning of inventory management.
- f) What is retail marketing mix ?
- g) What is meant by performance appraisal ?
- h) Give the meaning of supply chain Management.
- i) What is meant by mark down pricing ?
- j) What is price sensitivity ?
- k) What is electronic shelf label ?
- l) What is e-commerce ?

SECTION – B

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

2. Explain the different types of retailing.
3. Briefly discuss the buying decision process.
4. What are the different types of stores lay-out ?
5. What are the advantages and disadvantages of value based pricing ?
6. Briefly explain the various factors influencing retail business in India.

SECTION – C

Answer **any three** questions. **Each** question carries **sixteen** marks. **(3×16=48)**

7. Explain the ethical issues in retailing.
8. Explain the factors influencing consumer behaviour.
9. Explain factors influencing location of a store.
10. Explain factors influencing retail pricing decision.

P.T.O.