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5 SEM TDC RTMT 4 (Sp) N/O

2017

(November)

COMMERCE

(Speciality)

Course : 504



(Retail Management)

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

1. Write True or False :

1×8=8

- (a) Retailing does not form an integral part of the Marketing Mix.
- (b) Retail market today has transformed itself into a seller's market from a buyer's market.
- (c) Retailers are the last link in the distribution system.

- (d) The ultimate goal of ABC Analysis is to closely supervise the items according to their share in the inventory management.
- (e) Efficient material handling is the result of efficient planning.
- (f) Inventory control is a minor component of 'physical distribution system' of a retail organisation.
- (g) VED Analysis means valuable, essential and desirable analysis of materials.
- (h) Retailing offers employment opportunity to all age groups irrespective of age and gender, qualification or religion.
2. Write short notes on any four of the following : $4 \times 4 = 16$
- (a) Customer Relationship Management (CRM)
- (b) Direct Marketing
- (c) Convenience Stores
- (d) Global Retailing
- (e) Retail Co-operatives
- (f) Store Management

3. (a) What is retailing? Explain the scope of retailing in Indian context of marketing. $4+10=14$
- Or
- (b) Explain in detail the emerging trends of retail sector in India. 14
4. (a) Describe the various functions of retail stores in India. 14
- Or
- (b) Briefly explain the characteristics of supermarkets. Why are supermarkets becoming more and more popular in Indian context? Explain. $7+7=14$
5. (a) What is logistic management? Discuss the various functions of logistic management in retailing. $4+10=14$
- Or
- (b) What do you mean by warehousing? Explain the basic operational functions of a warehouse. $4+10=14$
6. (a) Elaborate the differences between organized and unorganized retailing. 14
- Or
- (b) Explain in detail the emerging challenges before the Indian retailers in the context of global retailing. 14