

2017

Management Studies

PAPER : 3.3(B)

Retail Management

FULL MARKS:70

Time :3 hours

{ The figures in the margin indicate full marks for the question. }

I. Answer any five:

2x5=10

1. What is a grid layout?
2. How to estimate a sales activity index?
3. What is an open-to-buy system?
4. How does direct selling vary from direct marketing?
5. What is direct selling?
6. Mention some recent trends in online retailing.

II. Answer any five:

4x5=20

1. Discuss the various components of retail mix.
2. Discuss any four retail pricing strategies.
3. What are the various types of compensation plans for an effective retail organisation?
4. What are the various sources of retail information?
5. What is Quick Response Delivery System? What are its benefits? 2+2
6. Give your opinion on online retailing for second hand goods.

III. Answer any five:

8x5=40

1. Who are food oriented retailers? Discuss their types.
2. What are the factors affecting the attractiveness of market area?
Give examples.
3. What are the steps in the recruitment process of retail personnel management?
4. What are the different ways of cost control in a retail store?
5. What are the major activities of a distribution centre? Discuss.
6. What do you understand by online retailing? What are its advantages and disadvantages?

2+6
