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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
APRIL 2025**

Logistics Management

SDC4LM17—RETAIL MANAGEMENT

(2021 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer the following questions.**Each question carries 2 marks.*

1. What are specialty stores ?
2. What is multichannel retailing ?
3. What is meant by market segmentation ?
4. Which are the cultural factors affecting the consumers' buying decisions ?
5. What are the characteristics of effective segmentation ?
6. What are the advantages of choosing unplanned shopping areas for retail stores location ?
7. What is meant by retail store layout ?
8. List the external factors affecting merchandise planning
9. What are the objectives of retail pricing ?
10. What is meant by category management in retailing ?
11. What are the advantages of sales promotion ?
12. What are the benefits of category management ?

(Ceiling = 20 marks)

Turn over

Section B

Answer the following questions.

Each question carries 5 marks.

13. Which are the different types of non-store retailing ?
14. Which are the forces affecting retailing in India ?
15. Explain the steps to choose the right retail location.
16. How to manage human resource available in a retail organisation ?
17. Which are the different elements of exterior atmospherics of a retail store ?
18. Explain the scope of merchandise management.
19. What are the responsibilities of retail customer service ?

(Ceiling = 30 marks)

Section C

*Answer any **one** of the following.*

The question carries 10 marks.

20. Explain the characteristics of characteristics of retailing.
21. Explain the stages of consumer buying process.

(1 × 10 = 10 marks)