

M.Com.- II (New CBCS Pattern) Semester - III
PCC3E05 - Group C - Retail Management

P. Pages : 1

Time : Three Hours



GUG/S/23/14215

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. What is Retailing? Write key features and Characteristics of retailing? 16
- OR**
- What is Retail Equation? Explain Dimensions of Retail Equation. 16
2. What are the Challenges of Retail Development in India. 16
- OR**
- Write Customer Decision - making process. 16
3. What are the Types of Retail Location. 16
- OR**
- Explain the Levels of Strategy for Retail Organizations. 16
4. Discuss the Methods of Merchandise Procurement. 16
- OR**
- Define the Merchandise Policy of Retail. 16
5. Write in short.
- a) Traditional Business Models in Indian Retail. 4
- b) Rural Approach of Retail in India. 4
- c) Global Expansion. 4
- d) The various types of pricing. 4
