

M.Com. - II (NEW CBCS PATTERN) Semester III  
**PCC3E05-Elective Optional Paper- Group (C) - Retail Management**

P. Pages : 1

Time : Three Hours



**GUG/W/22/14215**

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.

**2. What are the Challenges of Retail Development in India. 16**

**OR**

Write Customer Decision-making Process.

**3. What are the Types of Retail Location. 16**

**OR**

Explain the Levels of Strategy for Retail Organisations.

**4. Discuss the Methods of Merchandise Procurement. 16**

**OR**

Define the Merchandise Policy of Retail.

**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**

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