

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

P. Pages : 1

Time : Three Hours



GUG/W/23/14215

Max. Marks : 80

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

1. What is meant by Retail, retailer and retailing? Explain the key features of retailing management? **16**

OR

What are the main functions of retailers?

2. Define retail equation? Explain the dimensions of retail equation. **16**

OR

What are the challenges of retail development in India.

3. Explain the organized retailing and unorganized retailing. **16**

OR

What is store site selection? Write the types of retail location.

4. State the Human resource management in retail. **16**

OR

Meaning of retail merchandising. Explain the methods of merchandise procurement?

5. Write in shorts. **16**

- a) Different types of non- store retailing.
- b) Business models in retail.
- c) Global expansion.
- d) Objective of retail pricing.
