

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.
