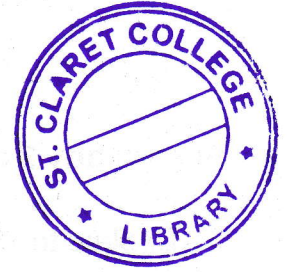




US – 460

¹⁵
II Semester B.Com. Examination, May 2017
(CBCS) (2014 – 15 and Onwards)
(Fresh + Repeaters)
COMMERCE
Paper – 2.4 : Retail Management



Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written either in **English** or **Kannada**.

SECTION – A

(5×2=10)

Answer **any 5** questions. **Each** sub-question carries **2** marks.

1. a) What is Retail Life Cycle ?
- b) Who are Initiator and Disposer ?
- c) Name any four techniques for inventory control.
- d) What is Retail Store ?
- e) Define supply chain management.
- f) Write the meaning of Man Power Planning.
- g) Expand RFID and EAS.

SECTION – B

(3×6=18)

Answer **any 3** of the following. **Each** question carries **6** marks.

2. Write a note on functions of retailer.
3. Briefly explain the importance of customer service.
4. Briefly discuss the importance of category management.
5. Briefly explain any six types of pricing in retailing.
6. What are the advantages and disadvantages of Electronic Data Interchange (EDI) ?

P.T.O.



SECTION – C

(3×14=42)

Answer **any 3** of the following. **Each** question carries **14** marks.

7. Explain the different theories of retailing.
8. Discuss the factors influencing consumer shopping behaviour.
9. Write a note on :
 - a) Market Area Analysis
 - b) Trade Area Analysis
 - c) Site Evaluation.
10. Explain the sources of recruitment.
11. Explain the Social and Ethical issues in retailing.