



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – May 2025

II Semester

Class : I M.Com.
Major : Commerce

Time: 3 Hours
Max. Marks: 100

23MCOC13B-Elective II Paper I-Marketing-Retail Management

Course Outcomes:

- CO1. Knowledge of retailing strategy
- CO2. Knowledge of store location and layout procedures
- CO3. Exposure to merchandise planning and pricing techniques
- CO4. Knowledge of advertising and sales promotion techniques
- CO5. Awareness of e-retailing and malls

Part A Choose the Correct Answer

10 x 1 = 10

1. Which is the primary function of retailing? CO1K1
a. To manufacture products b. To sell goods and services to the final consumer
c. To develop new products d. To distribute goods to wholesalers
2. Give an example of a retail format. CO1K1
a. Cash register b. Catalog shopping c. Retail location d. Product assortment
3. A store that offers a wide variety of products but in small quantities of each is typically associated with which kind of retail location? CO1K1
a. Convenience store b. Superstore c. Specialty store d. Warehouse store
4. What is a key advantage of locating a store in a shopping mall? CO1K1
a. Reduced competition
b. Lower rent costs compared to standalone stores
c. Access to a large number of potential customers in one location
d. Limited customer traffic
5. What is the primary goal of merchandise planning in retail? CO1K2
a. To decide the store layout
b. To determine the right amount and variety of products to offer
c. To choose the store location
d. To hire store staff
6. Which is most commonly used to calculate the markup on a product? CO1K1
a. Gross profit divided by cost price b. Retail price minus cost price
c. Cost price divided by retail price d. Retail price minus the discount amount
7. What is the major part of public relations in the retail promotion mix? CO1K2
a. To build customer loyalty
b. To create a favorable image and goodwill for the retailer
c. To offer discounts to customers
d. To develop new product offering
8. A retailer uses a television ad campaign to introduce a new product. This is an example of ----- tool. CO1K2
a. Personal selling b. Direct marketing c. Advertising d. Public relations

9. Which retail format is most often used by international retailers to enter foreign markets? CO1K1
 a. Franchising and joint ventures b. Discount stores
 c. Pop-up stores d. Direct-to-consumer online retailing

10. A brand developed by a retailer or wholesaler that is available only in selected retail outlet is called a CO1K1
 a. Generic b. Franchisee c. Marque d. Private label

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11.a. Discover an overview of retailing. CO1K1
 (or)

11.b. Examine the retail strategy. CO1K1

12.a. Explain the trade area analysis. CO2K2
 (or)

12.b. Interpret the elements of interior cesign. CO2K2

13.a. Show the importance of pshycological pricing. CO3K3
 (or)

13.b. Determine the methods for determining inventory evaluation. CO3K3

14.a. Analyze the retail database. CO4K4
 (or)

14.b. Evaluate the importance of sales promotion. CO4K4

15.a. Defend the term virtual store. CO4K5
 (or)

15.b. Summarize the term international retailing. CO5K5

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Discover the trends in the Indian retail industry. CO1K1
 (or)

16.b. Discover the Product retailing Vs. Service retailing. CO1K1

17.a. Express the retail store location and layout . CO2K2
 (or)

17.b. Discuss about interior store design and layout. CO2K2

18.a. Experiment the planning merchandise needs and merchandise budgets. CO3K3
 (or)

18.b. Discover mark-up and mark-down strategies. CO3K3

19.a. Explain communication in the retail selling process. CO4K4
 (or)

19.b. Appraise the retail promotion mix. CO4K4

20.a. Discriminate the concepts of mergers and acquisitions. CO5K5
 (or)

20.b. Evaluate the buy-side valuation and merger consequences analysis. CO5K5
