



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

Continuous Internal Assessment Test I – February 2025

Semester-II

Class: I PG
Major: M.Com

Time: 2 Hrs
Max. Marks: 60

23MCOC13B - Retail Management

Course Outcomes:

- CO1: Knowledge on retailing strategy
- CO2: Knowledge on store location and layout procedures
- CO3: Exposure on merchandise planning and pricing techniques
- CO4: Knowledge on advertising and sales promotion techniques
- CO5: Awareness on charging retail formats in global scenario

Part A

Choose the correct answer

6 x 1 = 6

1. A multi channel retailer sells merchandise _____
a) Over the telephone b) Through personal selling and retail store only
c) Over the Internet d) Through more than one Channel. CO1 K1
2. Company follow when it has high industry attractiveness and low business competitive position CO1 K2
a) Invest b) Selective investment c) Maintain position d) Harvest
3. The following type of layout is preferred for low volume production of non standard products CO2 K1
a)Product layout b) Process layout c) Fixed position layout d) Combination layout
4. Which chart is a graphic representation of all the production activities occurring on the shop floor CO2 K2
a) Operation process chart b) Flow process chart c) Templates d) All of the above
5. The price theory uses a concept of _____ and _____ determine the appropriate the price point of goods CO3 K2
a) Input and output b) Stock and flow
c) Income and Expenditure d) Demand and Supply
6. Two or more complementary products offered together at a single price is known as CO3 K4
a) Bundle pricing b) Transfer pricing c) Full cost pricing d) Going rate pricing

Part B

3x6=18

Answer the following

Answer should not exceed 400 words or two pages

- 7.a) State the feature of store based retailing. CO1 K1
(or)
- 7.b) Explain the various strategy followed by retailing stores. CO1 K1
- 8.a) Describe the various store elements of interior design. CO2 K2
(or)
- 8.b) How did you maintain effective utilization of store layout? Give with example. CO2 K3
- 9.a) What are the key elements of merchandise planning process? CO3 K1
(or)
- 9.b) State the basic needs of merchandise budgets. CO3 K2

Part C

3x12=36

Answer the following

Answer should not exceed 800 words or four pages

- 10.a) Explain the different types of retailing environment. CO1 K3
(or)
- 10.b) Recent trends and growth of Indian retailing Industry – Discuss. CO1 K1
- 11.a) What are the factors influence the site evaluation and selection of store location. CO2 K3
(or)
- 11.b) Explain the various factors influence the selection of exterior designs and layout. CO2 K3
- 12.a) "Merchandise Planning an Essential Step to Make Retail Business Profitable" Discuss. CO3 K2
(or)
- 12.b) Describe the assortment planning of buyer and vendor relationship. CO3 K3