



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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FIRST INTERNAL EXAMINATION – SEPTEMBER 2024

COMMERCE - V SEMESTER B.COM (NEP)

COM M1: RETAIL MANAGEMENT

Time: 1 Hour 15 Minutes

Max. Marks: 30

Instruction: *Answer should be written completely in English*

SECTION A

1. Answer any 3 questions. Each question carries Two marks. (3 x 2=6)

- a) What is Hyper Market?
- b) What is Reference Group?
- c) State two theories of retailing.
- d) State any four types of retail stores.

SECTION B

Answer any 3 questions. Each question carries Four marks. (3 x 4=12)

- 2. Briefly explain the importance of customer service
- 3. Write the functions of retailer
- 4. Briefly explain the stages of buying behavior of a customer.
- 5. Explain any four reasons for growth of Retail in India

SECTION C

Answer any one question. The question carries Twelve marks (1 x 12 = 12)

- 6 Explain the factors influencing consumer behavior
- 7 Explain the different types of retailing
