



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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MODEL EXAMINATION – NOVEMBER 2024 COMMERCE - V SEMESTER B.COM (NEP) PAPER–COMM1: RETAIL MANAGEMENT

Time: 2.5 hours

Max. Marks: 60

Instruction: *Answers should be written completely in English*

SECTION-A

1. Answer **any six** questions. **Each** question carries **two** marks each. **(6X2=12)**
- What is retailing
 - What is digital marketing
 - What is inventory management
 - What is E-retailing
 - What is visual merchandising
 - Mention 7ps of marketing mix
 - Give the meaning of consumer behavior
 - Give the meaning of price sensitivity

SECTION-B

Answer **any three** questions. **Each** question carries **four** marks. **(3X4=12)**

- Explain the factors influencing the pricing .
- Explain the functions of retailing .
- Explain the different plant layout of retail shops
- Explain the merchandising planning process
- Explain the retail life cycle

SECTION-C

Answer **any three** questions. **Each** question carries **twelve** marks. **(3 X 12=36)**

- Explain the category management process .
- Explain the different types of retailing
- Explain the factors Influencing consumer behavior.
- Explain the determinants of customer Satisfaction.

