

## INTRODUCTION TO RETAILING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

1. State the concept of retailing with illustration.
2. Explain in brief, customer marketing channels.
3. What are the benefits of retailers in relation to manufacturers?
4. Write a note on “global retail scenario”.
5. Explain the position of retail in the context of global environment.
6. Point out the four types of competitive models.
7. Outline the various disadvantages of F.D.I. in the sphere of retailing.
8. Enumerate the “non-store-based-formats” of retailing.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

Each question carries 15 marks.

9. Discuss the role of retailing in relation to society as a whole.
10. Describe the functions of retailer.
11. What do you understand by environment? How do the different types of environment influence retailing?
12. Design a frame work for analysing competition in retailing.
13. How can you classify the goods in retail? State the reasons for slow growth of organised retail in India.
14. Discuss the various forms of retail ownership.
15. Discuss the motivations for shopping behaviour.
16. What is meant by “ethics”— in the field of retailing? State some of the illegal and unethical issues faced by retailers.

Ph D in  
Retail Mgt

STORE OPERATIONS MANAGEMENT

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. What are the advantages of the super market?
2. Discuss store maintenance.
3. Explain reorder point.
4. What are the functions of store manager?
5. Discuss the various categories of customer.
6. Briefly discuss the third party dispute resolution mechanism.
7. What are the activities of direct market systems?
8. Describe the goals of compensation plan in a retail setting.

Answer any FIVE questions.

9. Briefly explain the classification of retail stores in India.
10. Explain FIFO and LIFO with examples.
11. Explain in detail the self service in retail stores in India.
12. Explain the major recommendations for managing consumer complaints in Indian retailing.
13. Explain briefly online / e-retailing logistic in India.
14. What roles do career planning play in the management of retailers human resources?
15. What are the objectives of store displays? What display formats are available to the retailers?
16. Briefly explain retail method and the cost method used by the retailers in India.

