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5 SEM TDC RTMT 4 (Sp)

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(November)

COMMERCE

(Speciality)

Course : 504

(Retail Management)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write True or False : 1×8=8
- (a) A retailer is the first middleman in the machinery of distribution.
- (b) The modern trend in retailing business is towards creation of customers on permanent basis.
- (c) Middlemen refer to just about anybody acting as an intermediary between the wholeseller and the consumer.

- (d) The overseas shipping in India provides the principal mode of transportation for freight and passengers.
- (e) Efficient inventory management cannot eliminate business risk but it can certainly reduce it.
- (f) Mobile retailers offer great shopping convenience to customer.
- (g) Multiple shops specialize in one or a couple of lines of goods.
- (h) Air transport is very fast but apparently very costly.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Online shopping
- (b) CRM (Customer Relationship Management)
- (c) Global retailing
- (d) Inventory control
- (e) Convenience stores

3. (a) What is meant by 'retailing'? Why is it needed in modern business environment? Discuss. 4+7=11

Or

(b) Explain the nature and scope of retailing sector in India. 6+5=11

4. (a) Describe the different types of retailing in India. 11

Or

(b) Discuss the features of departmental store. How are they different from supermarkets? 5+6=11

5. (a) What is channel of distribution? Discuss the factors that are to be considered for selecting a distribution channel. 4+7=11

Or

(b) A multinational company is planning to launch its brand of cosmetics in India. What channel of distribution should it adopt to capture the market in the competitive market of cosmetics? Discuss. 11

6. (a) Explain clearly the meaning of the term 'logistics'. Discuss the role of logistics in the field of production and sales for meeting various customer needs. 4+8=12

(4)

Or

- (b) Explain the significance of (i) warehousing and (ii) transportation planning. 6+6=12
7. (a) Distinguish between organized retailing and unorganized retailing. Explain, in brief, the advantages of organized retailing. 6+5=11

Or

- (b) Explain the emerging trend and challenges faced by Indian retailing sector. 11

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