

Roll No.

93652

**B. Com. (Hons.) 6th Semester
w.e.f. Academic Session 2016-17
(Current Scheme)
Examination – May, 2023**

RETAIL MANAGEMENT AND SALES PROCEDURES

Paper : BCHN-6.06

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : There are total *nine (9)* questions in all. Question No. *one (1)* is *compulsory* and carries *eight (8)* small questions of *two (2)* marks each. Each unit has *two (2)* questions. Candidates have to attempt any *one (1)* question from each Unit. All questions carry 16 marks each.

1. Explain the following :

- (a) Franchise
- (b) Retailer

- (c) Retailing cycle
- (d) Retailer's conflicts
- (e) Retail price
- (f) Sole proprietorship
- (g) Customer survey
- (h) Point of sale machine

UNIT – I

2. What do you mean by the retail market ? What is the future of this market in India ?
3. Discuss the role of technology induction in the growth of the retail sector.

UNIT – II

4. Differentiate between traditional and modern retail formats. <https://www.mdustudy.com>
5. Write about different stores classified by owners and also give a suitable example in each classification.

UNIT – III

6. Write a note on the total performance model of retail management.
7. Explain the strategic retail management process.

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UNIT - IV

8. Discuss the process of retail location selection.
 9. What is an action plan regarding retail planning ?
And discuss pricing strategies in retail planning
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