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Name : .....

Reg. No : .....

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

**CC24UCOM3MN208 - RETAIL BUSINESS MANAGEMENT**

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain the concept of multi-channel retailing with an Indian example. [Level:2] [CO1]
2. List the different types of retail stores. [Level:2] [CO1]
3. Apply your knowledge to suggest solutions for a local retailer facing declining sales. [Level:2] [CO1]
4. Explain how store design influences customer perception. [Level:2] [CO2]
5. A retailer wants to increase impulse purchases. How can they apply psychological principles to achieve this? [Level:2] [CO2]
6. What are the primary factors to consider when selecting a retail store location? [Level:2] [CO2]
7. What is price sensitivity, and how does it differ between customers? [Level:2] [CO3]
8. Outline the first three steps involved in formulating retail pricing policies. [Level:2] [CO3]
9. How does Electronic Data Interchange (EDI) make communication between retailers and suppliers faster and more accurate? [Level:2] [CO4]
10. Explain the simple difference between e-tailing and online retailing. [Level:2] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Why do some retail formats enter the decline stage? [Level:2] [CO1]
12. Examine how retailers act as a link between manufacturers and customers. [Level:2] [CO1]
13. Analyse the importance of visual merchandising. [Level:2] [CO2]

14. Explain the role of department stores in the retail sector. [Level:2] [CO2]
15. Explain the purpose of Bundle Pricing and describe how it can help a retailer manage inventory and increase sales. [Level:2] [CO3]
16. Compare "Discounts" and "Bundling" as sales promotions. Talk about the good and bad parts of both. [Level:2] [CO3]
17. Explain how consumerism works as a cycle. Describe how a person's desire is created, how they buy something, and what happens to it later. [Level:2] [CO4]
18. Compare barcodes and RFID. Talk about how they work, what they're good for, and their weaknesses. [Level:2] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

Answer any **one** question. The question carries 10 marks.

19. Discuss the advantages and disadvantages of franchising. [Level:2] [CO1]
20. A business owner is trying to figure out why some of their products are not selling well. The management is considering a markdown policy. Explain the objectives and importance of implementing a markdown policy in this situation. Also, discuss the potential challenges they might face. [Level:3] [CO3]

**(1 × 10 = 10 Marks)**

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