QP Code: U25C043

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
COM3MN208 : RETAIL BUSINESS MANAGEMENT
2024 Admission Onwards
(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries **3** Marks.* ***(Ceiling: 24 Marks)***

1. What are mom-and-pop shops in unorganised retailing?
2. Define visual merchandising.
3. How does retailing help in providing convenience to customers?
4. Define retailing.
5. Show how rising income levels have influenced the growth of organised retailing in India.
6. Demonstrate how chain stores improve the shopping experience for consumers.
7. Identify any two types of barcodes and explain how they are used in retail operations.
8. Evaluate the statement: 'A mark-up policy is important for retail success.' Support your answer with reasons.
9. Analyse the differences between E-tailing and E-commerce.
10. Evaluate competition-based pricing policy.

Section B

*Answer **all**. Each question carries **6** Marks.* ***(Ceiling: 36 Marks)***

11. State how environmental factors influence retail shopping in India.
12. Explain any six retail sales promotion strategies.
13. Apply the concept of unorganised retailing to explain its importance in rural India.
14. Demonstrate how non-store retailing is significant in the Indian retail scenario.
15. Analyse how the retail life cycle affects the success and decline of retail formats.
16. Discover the positive impact of consumerism on society.

Turn Over

17. Evaluate the pre-requisites of an ideal store design.

18. Evaluate the importance of networking in retailing. How does it contribute to business growth and operational efficiency?

Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10marks)***

19. Explain the internal and external influences on retail location decisions.

20. Explain the various retail pricing strategies used by retailers. How does each strategy influence customer perception and buying behaviour?

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