

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27  
MID SEMESTER EXAMINATION: AUGUST 2019  
B.COM ( E-2-Marketing ) - V SEMESTER  
B.COM BCDEM5616: RETAIL MANAGEMENT

Time- 1 Hour

Max Marks-30

**Section A**

I. Answer the following.

5x2=10

1. What is Retailing?
2. What do you mean by Speciality store.
3. State the meaning of consumer behaviour?
4. Give the meaning of Inventory management?
5. Write any four types of retail stores.
6. State any four factors which satisfy consumers.
7. What do you mean by store design.

**Section B**

II. Answer any One of the following:

2x5=10

8. Explain the functions of retailing.
9. Explain consumer buying decision process with an example.
10. Explain the different types of store layout with a diagram.

**Section C**

III. Answer the following (Compulsory Question)

1x10=10

11. Explain the different types of retail stores in detail.