



QP CODE: 25021645



25021645

Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Logistics Management

BOCC611 - RETAIL MANAGEMENT

2018 Admission Onwards

A482D8EA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is merchandise?
2. What are the characteristics of single ownership business?
3. What is multi- channel retailing?
4. Define buying behaviour.
5. What is a Motive?
6. What is location?
7. What is cash flow?
8. What is merchandise management?
9. What do you mean by Staple Merchandise?
10. What is sell- through analysis?
11. What is store design?
12. What do you mean by Visual Merchandising?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the features of retailing?





14. What are the disadvantages of segmentation?
15. Briefly explain e-commerce.
16. What are the objectives of a good store selection?
17. Explain HR functions.
18. Describe different types of merchandising.
19. There are some aspects which influence pricing decisions. Which are they?
20. Is unpaid communication effective in retail management?
21. Describe retail store layout.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Elucidate different types of retailers.
23. How to implement CRM in retail management?
24. Explain the HR functions in retail.
25. Customer service is an essential tool for retail marketing. Elucidate.

(2×15=30)

