



QP CODE: 26019539



26019539

Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

M.COM MARKETING AND INTERNATIONAL BUSINESS (SF)

ELECTIVE - CM810401 - RETAIL AND RURAL MARKETING

2019 Admission Onwards

E3B471FF

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Explain Retailing?
2. Cite four challenges of Retailing.
3. What is meant by Free-Standing Location ?
4. What is Retail Shoppers Behaviour?
5. Define HRM.
6. Cite any two challenges of retailing in india.
7. Define Agricultural Marketing.
8. Define Agricultural Agents.
9. Define Rural Consumer Behaviour.
10. What is Branding?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. State the challenges of retailing.





12. State the differences between organised and unorganised retailing sector.
13. Who is a Retail Store Manager ? Explain the duties and responsibilities of Store Manager.
14. What is MSRP ?
15. Write a brief note on model for web based information system in E retailing.
16. What are the factors that contribute to the growth of Rural Market in india ?Explain.
17. Write a note on 4A's of durable market in Rural Market.
18. Explain the significance of E- Marketing.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain the process of Retail Planning.
20. What is Retail Signage? What are the different types and explain its characteristics?
21. Write Notes on Logistics Competitive Strategy.
22. Explain Rural Marketing? How its different from Urban marketing?

(2×5=10 weightage)

