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**2 SEM MCOM (CBCS) RM 422**

**2023**

(June)

**COMMERCE**

Paper : 20422

**(Retail Marketing)**

Full Marks : 60

Time : Three hours

**The figures in the margin indicate  
full marks for the questions.**

1. (a) (i) Explain the concept and importance of Retail Marketing. 5+5=10  
(ii) Write a short note on the retailer-wholesaler relationships. 5

**Or**

- (b) Explain with examples, the different classifications of retail stores in India. 15

Contd.

2. (a) Why is the choice of a local important in retailing? Discuss different types of store locations.

7+8=1

**Or**

- (b) "Knowing who your customers are is good, but knowing how your customers behave is better." Explain this statement in the light of retail marketing.

15

3. (a) Provide suitable examples to illustrate the influence of internal and external environmental factors in Indian Retail.

15

**Or**

- (b) "Your most unhappy customers are your greatest source of learning." Throw light on this statement by providing a situation where a salesperson deals with an unhappy customer.

4. (a) Explain the significance of the retail image. Also, critically analyse the strategies used by any big retail unit for retaining retail image in India.

5+10=15

*Or*  
*Enlist the statutory requirements for opening petrol pumps in India.*

*Or*

- (b) Enlist the statutory requirements for opening petrol pumps in India. 15
-

number of printed pages-2

**2 SEM MCOM (CBCS) RM 422**

**2022**

(July)

**COMMERCE**

Paper : 20422

**(Retail Marketing)**

Full Marks : 60

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

1. (a) Discuss the phases in the evolution of retailing in India. 15

**Or**

- (b) Why is the retailer relationship important ? Discuss the various ways retailers build a relationship with the stakeholders. 6+9=15

Contd.

2. (a) Why is the selection of a proper store location important ? Illustrate the different types of retail locations.  $7+8=15$

**Or**

- (b) Give a suitable example to describe how shopping attitudes affect retailer-customer relationships. 15

3. (a) Write short notes on the following :  $7.5+7.5=15$

(i) Retail Information system

(ii) Retail Audit

**Or**

- (b) Describe various HR challenges and opportunities faced by the Indian Retail Stores.  $7+8=15$

4. (a) Explain the influence of each of the components of the retail marketing mix on designing a retail strategy. 15

**Or**

- (b) Enlist the statutory requirements for opening pharmacies in India. 15

<sup>2nd</sup>  
**M.Com 1<sup>st</sup> Semester Examination 2021**

**Course Title: Retail Marketing**

**Course Number: 20422**

**Nature of the Course (Core/DSEC/AEC/ GE): DSEC**

**Full Marks: 30**

**Time: One and Half Hours**

**Mode of Examination: Online (Open Book Examination)**

***Instruction to the candidate:***

- a. There are two options for each question. A candidate needs to answer just one question out of the given two options.
- b. The word limit for answering all the questions is 300 words.

**Questions:**

1. a. Outline, with examples, the different types of retail institutions active in India. 10  
b. Examine how retailing is impacting the growth of the economy of India. 10
2. a. Analyse the different criteria for choosing a store location. 10  
b. What do you understand by 'Retail Marketing Mix'? Illustrate how the different elements of retail marketing mix work. 3+7
3. a. "Human Resource is what drives the business." Critically examine this statement in the context of retail marketing. 10  
b. "People don't buy products and services; they buy experiences." Justify this statement using real-life examples. 10

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**3 SEM MCOM (CBCS) RM 520**

**2019**

(December)

**COMMERCE**

Paper : 30520

**(Retail Marketing)**

Full Marks : 60

Time : Three hours

***The figures in the margin indicate full marks for the questions.***

1. (a) Apart from online retailing, suggest measures to popularise other forms of non-store based retailing in India. 15

**OR**

(b) Discuss the phases of evolution of retailing in India. 15

2. (a) Consumer Demographics cannot be studied in isolation of Consumer Psychographics. Justify. 15

Contd.

**OR**

(b) Throw light upon the various dimensions of value that need to be considered for better retailing. 15

3. (a) Discuss the significance of the Retail Information System in the entire marketing management process. 15

**OR**

(b) Explain the influence of each of the components of the Retail Marketing Mix on retail decision-making. 15

4. (a) Distinguish Retail Audit from Financial Audit. Phase out the process of Retail Audit. 7+8=15

**OR**

(b) Enlist the statutory requirements for opening Pharmacies in India. 15