Serial No. of Question paper: **5535**
Unique Paper Code : 2413090019
Name of the Course: Commerce
Name of the Paper: **Retail Management**
Semester: VII
Duration: 3 hours Max Marks: 90

Q.1. (a) *Home Furnishings* is a new furniture retail brand, plans to open its first outlet in a residential neighborhood. As a retail consultant, identify and explain critical factors that should be evaluated while selecting an ideal store location to ensure customer convenience and business success. (9)

(b) What are the different types of store-based retail formats? (9)

Q.2. A regional organic food retailer 'Organics' has successfully operated in several city neighborhoods for over a decade. Encouraged by its loyal customer base and growing demand for healthy products, the management is now exploring options to expand into nearby towns and semi-urban areas. They are assessing various ownership and governance structures to support sustainable growth.

(a) What key factors should Organics consider while selecting the most suitable ownership structure for its expansion plan? (9)

(b) How could adopting a co-operative ownership model benefit the local farming community as well as Organics customers? (9)

Q.3. (a) Retailers today adopt diverse pricing strategies to attract and retain customers in the competitive online marketplace. Discuss the different pricing strategies used by online retailers to promote and sell their merchandise effectively. (9)

(b) Analyze the impact of these online pricing practices on traditional brick-and-mortar retail stores. Explain how technology-enabled tools such as price comparison websites, mobile apps, and AI-driven analytics have enhanced customers' price transparency and decision-making power. (9)

Q.4. (a) What is the Retail Promotion Mix? Describe its main elements and explain how each contributes to increasing store traffic and sales. (9)

(b) Identify and discuss the advantages and disadvantages of promotional offers from a consumer's perspective. Support your answer with relevant examples of retail promotions such as discounts, loyalty programs, and limited-time deals. (9)

Q.5. Write short notes on any of the following: (6x3=18)

a) Shrinkage in Retail
b) Floor Space Management
c) Retail Image Mix
d) Customer Relationship Management