



Register Number:

DATE: 30-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**B.COM - V SEMESTER**

**END SEMESTER EXAMINATION: November 2020**

**BCDEM5618: Retail Management**

**Time- 2 ½ hr**

**Max Marks-70**

**Section A**

**I. Answer any five of the following. 2x5=10**

1. What do you mean by Retailing?
2. State any four ethical issues in retailing.
3. What is Retail Life cycle?
4. Expand RFID and EDI.
5. State the meaning of Non-store based retailing.
6. List any four factor for consumer satisfaction.

**Section B**

**II. Answer any Three of the following: 5x3=15**

7. Enumerate the functions of Retailer.
8. Discuss about Theory of wheel of retailing.
9. Explain the social and Ethical issues in retailing.
10. Briefly explain different store layout design with example.

**Section C**

**III. Answer any Two of the following: 15x2=30**

11. Explain different types of Retailers with suitable examples.
12. Explain the impact of information technology in retailing. Discuss the recent trends in retail business.
13. Explain the consumer buying decision process. Discuss the factors influencing consumer shopping behaviour.

## Section D

IV.

**15. Answer the following (Compulsory Question)**

**15x1=15**

Joseph and Rishi are two enterprising youth. They have passed out from IIM Kochi. They thought instead of doing job, they will launch fresh vegetables Retail outlet in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of Mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Joseph and Rishi fund raising was a serious handicap for mass production. However the first trial batch of mushrooms that they produced was bought by Star Hotels in Delhi.

Now Mushrooms Industry is run by small entrepreneurs like Joseph and Rishi . Another big player M/s Anshu Mushrooms, equipped with cold storage facility was more interested in export market.

Joseph and Rishi have set their sight high. They aim to sell mushrooms in a very big way all over India. Mushrooms have great market potential and is a perishable food.

**Questions :**

- I. How will you advice Joseph and Rishi , as how to increase the consumer awareness about this new food in retail outlets?( 5 Marks )
- II. What would be your suggestions for distribution channel of mushrooms in retail outlets? ( 5 Marks )
- III. What factors influences for customer satisfaction to visit this outlets for buying mushrooms? ( 5 Marks)

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