

QP Code: D134288		Total Pages: 1	Name:
			Register No.
<b>THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>COM3MN208/COP3MN208 - RETAIL BUSINESS MANAGEMENT</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)</b>			
1	What is meant by Retailing? Give any two characteristics of a Retailer.		
2	What is Vertical Marketing System?		
3	What is Organized Retailing? Give any two features.		
4	What is meant by Franchising?		
5	Discuss the different types of Retail Locations.		
6	What is meant by Store Positioning? Name any three factors influencing it.		
7	Explain how Penetration Pricing is different from Predatory Pricing.		
8	What is Price Sensitivity? List the factors that influence price sensitivity.		
9	Differentiate Planned and Unplanned Markets.		
10	Explain the major factors to be considered while taking Retailing Decisions.		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)</b>			
11	Explain the factors affecting Retail Locations.		
12	What is Retail Sales Promotion? Explain the types of Retail Sales Promotion activities.		
13	Enumerate the functions of Retailing.		
14	What is Store Design? What are the key considerations to be taken while designing a store.		
15	Explain the different stages in Retail Life Cycle.		
16	Explain the importance of locational decisions in Retailing.		
17	Explain briefly the problems in Retail Industry.		
18	Discuss the differences between Organized and Unorganized Retail.		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
19	What are Retail Stores? Explain the different types of Retail Stores.		
20	Evaluate the different types of Retail Pricing Strategies.		