



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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## FIRST INTERNAL EXAMINATION – SEPTEMBER 2024

### COMMERCE - V SEMESTER B.COM (NEP)

#### COM M1: RETAIL MANAGEMENT

**Time: 1 Hour 15 Minutes**

**Max. Marks: 30**

**Instruction:** *Answer should be written completely in English*

#### SECTION A

1. Answer any 3 questions. Each question carries Two marks. (3 x 2=6)
- What is Hyper Market?
  - What is Reference Group?
  - State two theories of retailing.
  - State any four types of retail stores.

#### SECTION B

Answer any 3 questions. Each question carries Four marks. (3 x 4=12)

- Briefly explain the importance of customer service
- Write the functions of retailer
- Briefly explain the stages of buying behavior of a customer.
- Explain any four reasons for growth of Retail in India

#### SECTION C

Answer any one question. The question carries Twelve marks (1 x 12 = 12)

- 6 Explain the factors influencing consumer behavior
- 7 Explain the different types of retailing

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