

Date: 11-03-2022

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

B.COM - V SEMESTER

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in February-March 2022)

**BC DEM 5618 - Retail Management**

Time- 2 ½ hrs Max Marks-70

This question paper contains 2 printed pages and four parts

**Section-A**

I. Answer any **FIVE** questions. Each question carries 2 marks. (2x5 = 10)

1. Mention any four Non-store Retail formats?
2. What is E-tailing?
3. What is customer satisfaction?
4. What is Retail Law?
5. Why is Barcoding important?
6. What is multi-channel retailing?

**Section- B**

II. Answer any **THREE** questions. Each question carries 5 marks. (3X5=15)

1. Explain the Consumer buying Decision process?
2. Discuss about Retail Mix with a relevant example.
3. Explain the functions of Retailers?
4. What is Visual Merchandising? State its role in retailing.

**Section- C**

III. Answer any **TWO** questions. Each question carries 15 marks. (2x15=30)

11. Write a note on Atmospherics of Retailing.

1. Explain the Impact of Technology in Retailing with Relevant examples.
2. Explain:
3. Retail Life cycle
4. Accordion Theory
5. Theory of Natural Selection

**Section- D**

IV. Answer the following **compulsory** question carrying 15 marks. (1x15=15)

1. Mango is a Spanish fashion retailer with a large network of stores in 110 countries. The brand has been making some progress to become more sustainable. It’s producing more and more clothing with organic cotton and recycled polyester, and it has taken steps to eliminate the hazardous chemicals PFCs. While it discloses the precise numbers of its factories’ greenhouse gas emissions, Mango has not yet set a target to lower them. It has also not revealed how it plans to reduce them and has not published a list of its factories. The brand's Code of Conduct reveals that minimum-wage workers are paid the “legal minimum, not the recommended wage level”. Mango should do better and pay its garment workers living wages! The brand also refused to disclose its donation to the fund that was set up to compensate the families of the 1,134 garment workers who died in the Rana Plaza collapse in Bangladesh back in 2013.

Explain:

a) The Ethical, (5m)

b) Social and (5m)

c) Legal issues that MANGO faces? (5m)