



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CIT 3232

Retail Management

Max. Marks: 75

Time: 3 Hrs

Answer any FIVE of the following:

(5 x 15 = 75)

1. Explain the functions of retailer.
2. Discuss the features of retailing.
3. Explain the factors affecting consumer behavior.
4. Discuss the factors influencing retail shopper.
5. Explain the responsibilities of store manager.
6. Describe the important types of store layout.
7. Explain the steps in designing retail sales promotion.