Retail Management

1st Sessional Examination

5th Semester 2022

DHSK Commerce College, Dibrugarh

Full Marks : 25

Time : 45minutes

(Marks 12 ½ each)

Answer any two:

1. Explain with the help of examples the concept of retailing.
2. What is Retailing? What are the scope and importance of retailing?
3. Explain the term retailing with reference to organized retail business. State the functions of retailers.
4. Describe the characteristics of a department store.
5. What are the main bases for classifying retail firms?
6. Describe the importance of retailing in the economy.