

S.V's SRIDORA CACULO COLLEGE OF COMMERCE & MGMT. STUDIES
KHORLIM, MAPUSA GOA.
S.Y.B.COM. THIRD SEMESTER SPECIAL REPEAT EXAMINATION, MAY/JUNE 2019
Subject:- Retail Management (CBCS)

Max. Marks:-80

Max.Time:- 2 hrs.

Instructions :- 1. All Questions are compulsory, however there is internal choice.
2. Figures to the right indicate marks.

Q.1. Write short notes on any four of the following:

(4x4=16)

- a) Growth of online shopping.
- b) Retailing needs of rural consumers.
- c) Services retail.
- d) Exterior store display.
- e) Space planning.
- f) Functions of the retailer.

Q.2. Write short notes on any four of the following:

(4x4=16)

- a) Retail development.
- b) FDI in retail.
- c) Non-store retailing.
- d) Factors influencing retail store location.
- e) Retailing as a career.
- f) Store design.

Q.3.A) Explain the classification of retail stores on the basis of ownership.
OR

(12)

Q.3.B) Explain the concept of retail life cycle with proper illustration.

(12)

Q.4. A) Mapusa market attracts shoppers from far and wide. Discuss the merits and demerits of its location.
OR

(12)

Q.4.B) Explain any three with examples.

(12)

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|-----------------------|----------------------|
| 1) Convenience stores | 3) Catalog showrooms |
| 2) Supermarket | 4) Speciality stores |

Q.5. A) Explain the steps involved in choosing a retail location.
OR

(12)

Q.5.B) Describe the measures used by retailers to reduce employee theft.

(12)

Q.6. Write short notes on any three of the following:

(3x4=12)

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|---------------------------|-----------------------------|
| 1) Store layout. | 4) Scrambled merchandising. |
| 2) Graphics and signages. | 5) Preventing shoplifting |
| 3) Airport retailing. | 6) Consumer cooperatives |