

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMM.& MGMT. STUDIES
KHORLIM, MAPUSA GOA.
SYBCOM THIRD SEMESTER EXAMINATION, OCT - 2019

Subject - Retailing Management - I
 (Applied Component)

Max. Marks: 80
 Max. Time: 2 hrs.

Instructions :- 1. All Questions are compulsory.
 2. Figures to the right indicate marks.

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

(4x4=16)

- a) Mall culture in Goa.
- b) Trade area.
- c) Online marketing.
- d) Point of purchase displays.
- e) Exterior Store design.
- f) Functions of the retailer (4 points only).

Q.2. Write 10 to 12 lines on any four of the following:

(4x4=16)

- a) Factors responsible for retail development (4 points only).
- b) FDI in retail.
- c) Retailing of services.
- d) Ideal store location.
- e) Measures to prevent shoplifting (4 points only).
- f) Importance of store design.

Q.3. A) Explain the classification of retail stores on the basis of merchandise sold.

(12)

OR

Q.3. B) Discuss the concept of retail life cycle with the help of a diagram.

(12)

Q.4. A) Enumerate the steps involved in retail store location.

(12)

OR

Q.4. B) Explain the advantages & disadvantages of:

- i) Store channel and
- ii) Catalog channel

(12)

Q.5. A) What is a store layout? Discuss the types of store layout.

(12)

OR

Q.5. B) Explain the types of retail locations. What kind of retail stores are they suitable for?

(12)

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

(3x4=12)

- 1) Planogram.
- 2) Graphics and signages.
- 3) Franchising.
- 4) Supermarket retail.
- 5) Visual merchandising.
- 6) Non-store retailing.

XXXXXXXXXXXX