

**SARASWAT VIDYALAYA'S**  
**SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMNT STUDIES**  
**KHORLIM, MAPUSA - GOA**  
**T.Y.BCOM FIFTH SEMESTER END REGULAR EXAMINATION JANUARY 2021**  
**(W.E.F 2019-20) (CBCS)**  
**SUBJECT – BUSINESS MANAGEMENT MAJOR II: RETAIL MANAGEMENT**  
**STRATEGIES**

[Duration: Two Hours]

Total No. of Printed Pages: 02

[Max Marks: 80]

- Instructions :**
- i) All questions are **compulsory**, however **internal choice** is available.
  - ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
  - iii) Answer questions from Questions 3 to 6 in not more than **400 words each**.
  - iv) Figures to the **right** indicate **maximum** marks to the question.
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**Q.1 Answer any four of the following:**

(4x4=16)

- a) Fashion merchandise
- b) Retail shopper
- c) Influence of reference groups on consumer behaviour
- d) Briefly explain any 4 forms of sales promotion technique
- e) Importance of quality in product
- f) Change in customer profile

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

(4x4=16)

- a) Customer loyalty Programs - Meaning
- b) Push logistics v/s Pull logistics
- c) Concept of customer relationship management
- d) Importance of servicing in retailing
- e) Retail Logistics - Meaning
- f) Corporate Retailer

**Q.3** A) Explain various stages of Product Life Cycle of Goods with the help of a diagram. (12 marks)

OR

B) State and explain the various factors influencing retail pricing decision. (12 marks)

**Q.4** A) Discuss various factors influencing changing trends in Indian consumers. (12 marks)

OR

B) Elaborate in detail the customer decision making process. (12 marks)

**Q.5** A) Explain the meaning of customer service and Standardization v/s Customization of Service. (12 marks)

OR

B) Discuss the entire procedure of managing customer expectation and handling complaints. (12 marks)

**Q.6** A) Describe the concept of Retail Growth Strategies. State and explain various types of retail growth strategies. (12 marks)

OR

B) Discuss the various classification of store based retailing centred on merchandised offered. (12 marks)