

SARASWAT VIDYALYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT
STUDIES
KHORLIM, MAPUSA – GOA
SYB.COM – THIRD SEMESTER END EXAMINATION – JANUARY 2021
CBCS (W.E.F- 2018-19)
RETAIL MANAGEMENT (GE3)

[Duration: Two Hours]

[Total Marks 40]

Instructions:-

- 1. All questions are compulsory, however internal choice is available.**
- 2. Sub-questions in Question No. 1 carry 2 marks each, answer any five.**
- 3. Sub-questions in Question No. 2 carry 5 marks each, answer any six.**
- 4. Figures to the right indicate maximum marks allotted to the questions.**

Q1) Answer any five questions from the following:

(5X2=10)

- 1) Explain the importance of store location
- 2) What is Planogram ?
- 3) What is retailing?
- 4) Explain direct selling
- 5) Explain the Store design
- 6) What is Telemarketing?
- 7) Discuss any two factors responsible for growth of retailing.
- 8) Explain freestanding location.

Q2) Answer any six questions from the following:

(6X5=30)

- 1) State the different types of retail stores on the basis of merchandise offered, and explain any two types .
- 2) Explain the functions performed by Retailers.
- 3) What is a store layout? Discuss the types of store layout.
- 4) Briefly explain the steps involved in choosing a retail location.
- 5) “Mall de Goa” is located along the national highway in Porvorim .Discuss the advantages and disadvantages of it's location.
- 6) Describe the measures used by retailers to reduce employee theft.
- 7) Mention the stages of retail life cycle & describe any two stages.
- 8) Explain visual merchandising and methods of display.