

SARASWAT VIDYALYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA
B.COM FIFTH SEMESTER END EXAMINATION (REPEAT)– JUNE 2022
(W.E.F 2019-20 CBCS)

BUSINESS MANAGEMENT MAJOR II: RETAIL MANAGEMENT STRATEGIES

[Duration: Two Hours]

[Max. Marks: 80]

Instructions:

1. All questions are compulsory
 2. All questions carry equal marks
 3. Figures to the right indicate maximum marks allotted to questions/sub questions.
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Q.1 Write short notes: (any 4) **(4X4=16)**

- a) Unsought Goods
- b) Price v/s Value
- 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 Answer in 10-12 lines (any 4) **(4X4=16)**

- a) Business mission
- b) Consumer Cooperatives
- c) Customer loyalty Programs - Meaning
- d) Push logistics v/s Pull logistics
- e) Retail Logistics - Meaning
- f) Corporate Retailer

Q.3 A) Explain the theory Retail Life Cycle of Goods. **(12)**

Or

X) State and explain the various factors influencing retail pricing decision. **(12)**

Q.4 A) Describe the factors that influence consumer buying decision (12)

Or

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

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

Or

X) Discuss the entire procedure of managing customer expectation and handling complaints (12)

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

Or

X) Explain the essential features of a supply chain management system (12)

*****The End*****