

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA-GOA
S.Y.B.COM III SEMESTER END EXAMINATION JANUARY 2022
W.E.F 2019-20 CBCS
Subject:- RETAIL MANAGEMENT (GE3)

[Duration : Two Hours]

[Total Marks 80]

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

Q1. Write short notes on any four of the following :

(4 x 4 =16)

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

Q2. Write 10 to 12 lines on any four of the following :

(4 x 4 =16)

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

Q3.A) Explain the classification of retail stores on the basis of merchandise sold.

(12)

OR

Q3.B) Discuss the concept of retail life cycle with the help of a diagram .

(12)

Q4.A) Enumerate the steps involved in retail store location.

(12)

OR

Q4.B) Explain the advantages and disadvantages of i) Store channel and

ii) Catalog channel

(12)

Q5. A) What is a store layout ? Discuss the types of store layout .

OR

Q5.B) Explain the types of retail locations. What kind of retail stores are they suitable for ?

(12)

Q6. Write explanatory notes on any three of the following :

(3x4=12)

- a) Planogram
- b) Graphics and signages
- c) Franchising
- d) Supermarket retail
- e) Visual merchandising
- f) Non-store retailing .