

Sridora Caculo College of Commerce and Management Studies,

Telang Nagar, Khorlim, Mapusa

B.Com Fifth Semester End Examination January 2022

Subject: Business Management Major II- Retail Management Strategies

Duration : 2 Hrs

Max. Marks: 80

- Instructions:**
- 1. All questions are compulsory, however internal choices is available.*
 - 2. Answer question no.1 and 2 in not more than 200 words*
 - 3. Figures to the right indicate maximum marks to the questions/sub questions*
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Q.1. Write short note on any four of the following. (4x4=16)

- a. Shopping goods
- b. Cost of Prevention
- c. Forms of promotion
- d. Retail shopper
- e. Standardization v/s Customization
- f. Process of handling customers complaints

Q.2. Answer any four of the following. (4x4= 16)

- a. Staple merchandise
- b. Price v/s Value (any four points)
- c. Bulk purchasing
- d. Characteristics of service quality
- e. Essentials of supply chain management .
- f. Push Logistics v/s Pull Logistics

Q.3.A. State and explain factors influencing retail pricing decisions. (12)

OR

B. Elucidate stages in product life cycle. (12)

