

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA-GOA
S.Y.B.COM THIRD SEMESTER END EXAMINATION NOVEMBER 2022
W.E.F 2018-19 CBCS
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) Store design
- b) Trade area
- c) Functions of the retailer (4 points only)
- d) Automated Vending
- e) Chain Stores
- f) Multichannel Retailing

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) Interior store design .
- c) Measures to prevent shoplifting (4 points only)
- d) Importance of location in Retail Business
- e) Retailing of services
- f) FDI in retail

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

(12)

OR

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

(12)

Q4.A) Explain the advantages and disadvantages of i) Store channel and
ii) Catalog channel

(12)

OR

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

(12)

Q5.A) Explain the types of retail locations. What kind of retail stores are they suitable for ? (12)

OR

Q5. B) What is a store layout ? Discuss the types of store layout .(12)

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

(3x4=12)

- a) Planogram
- b) Graphics and signages
- c) Franchising
- d) Consumer co-operatives
- e) Visual merchandising
- f) Non-store retailing .