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T.Y. B. Com. (CBCS) (Semester V)
EXAMINATION NOVEMBER 2022

Business management Major II
Retail Management Strategies

[Duration : 2 Hours]

[Total Marks :80]

Instructions:

1. All questions are compulsory
2. Figures to the right indicate maximum marks

Q.1 Write short notes on any four of the following: (4x4=16)

- a) Types of consumer goods.
- b) Function of retail logistics,
- c) Importance of service in retailing.
- d) Essential features of a Customer Loyalty Programme.
- e) Product quality.
- f) Sales promotion.

Q.2 Write 10 to 12 lines on any four of the following: (4x4=16)

- a) Price v/s value.
- b) Changing Indian consumer demographics.
- c) Customer complaints handling procedure.
- d) Non-store retailing.
- e) Situation audit.
- f) Customer relationship management.

Q.3 A) Who is a retail shopper? Enumerate the factors influencing the retail shopper. 12

OR

B) Discuss the applicability of "Life Cycle of Goods" in the retail context. 12

Q.4 A) Explain the meaning of Customer Service and Standardization v/s Customization of service. 12

OR

B) Discuss the emerging trends in modern retail formats on the "Basis of Merchandise Offered". 12

- Q.5 A) Explain the "Customer decision making process". 12
- OR**
- B) Enumerate the factors affecting retail pricing. 12
- Q.6 A) Discuss the Growth Strategies that can be applied for a retail organization. 12
- OR**
- B) State and explain the Principles for delivering distinctive services in retail. 12