

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA
S.Y.B.COM –THIRD SEMESTER END EXAMINATION NOVEMBER 2023
(W.E.F 2018-2019 CBCS)
SUBJECT: Retail Management

[Duration: Two Hours]

[Max. Marks: 80]

Instructions:

1. All Questions are **compulsory**, however internal choice is available
2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than **100 words each**.
3. Answer Question No. 3 to Question no. 6 in not more than **400 words each**.
4. Figures to the **right** indicate **maximum** marks allotted to the questions.

Q1. Answer **any four** questions from the following: (4X4 = 16)

- a) State and explain **any 2** factors responsible for growth of Retailers.
- b) Explain the Concept of 'Retailing'.
- c) What is a Planogram?
- d) Advantages of a Free-Standing store.
- e) What is Telemarketing?
- f) What is Franchising?

Q2. Answer **any four** questions from the following: (4X4 = 16)

- a) Exterior Store Design
- b) Speciality Centres
- c) Independent Retailer
- d) Importance of 'Social Media' in Retailing
- e) Fashion Centers
- f) Shoplifting.

Q3. a) State and explain various functions of a Retailer. (12)

OR

- b) What are the key stages in Retail life cycle? Explain with help of a diagram. (12)

Q4. a) Classify Retail Stores based on the types of Merchandise sold. (12)

OR

b) Explain in detail: a) Chain Retailer b) Mail order c) Automated Vending (12)

Q5. a) What is Employee Theft? What measures can retailers implement to reduce Employee theft in their stores? (12)

OR

b) What are the various Steps involved in Selecting a Retail Store Location? (12)

Q6. a) What is a store layout? Explain different types of store layouts. (12)

OR

b) 'Caculo Mall' is located within easy reach of Panjim City. Discuss the advantages and disadvantages of its location. (12)

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