

**SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA.**

T.Y.BCOM FIFTH SEMESTER END EXAMINATION NOVEMBER 2023

BUSINESS MANAGEMENT MAJOR II: RETAIL MANAGEMENT STRATEGIES

**[Duration: Two Hours]
(W.E.F 2019-20) (CBCS)**

**[Max Marks: 80]
Total No. of Printed Pages: 01**

- Instructions:* 1. All questions are compulsory, however internal choice is available.
2. Answer sub questions in Question No. 1 and 2 in not more than 100 words.
3. Answer Question No. 3 to Question No. 6 in not more than 400 words.
4. Figures to the right indicate maximum marks allotted to question/sub-question.
5. Start each main question on fresh page.

Q.1) Write short notes on ANY FOUR of the following:- (16)

- a. Price v/s value
- b. Retailing in India
- c. Forms of sales promotion
- d. Customer profile
- e. Meaning Retail Shopper
- f. Changing trends among Indian consumers (4 points)

Q.2) Write short notes on ANY FOUR of the following:- (16)

- a. Standardization V/S Customization
- b. Meaning of Customer Loyalty Programs
- c. Customer Relationship Management
- d. 'Push logistic v/s Pull Logistics' in supply chain management.
- e. Non – store retailing
- f. Diversification Strategy

Q.3) A. Explain various types of goods offered by retailers. (12)

Or

Q.3) B. Discuss the applicability of "Life Cycle of Goods" in the retail context. (12)

Q.4) A. Examine the factors responsible for changing trends among consumers. (12)

Or

Q.4) B. Enumerate the factors influencing the retail shopper. (12)

Q.5) A. Explain the essential features of 'Customer Loyalty Programmes'. (12)

Or

Q.5) B. If you were a retailer, how would you handle customer complaints? Elaborate on the Process of Handling customer Complaints. (12)

Q.6) A. Explain store-based retailing classified under forms of ownership or merchandise offered. (12)

Or

Q.6) B. Describe the role of a retailer in 'Supply chain Management'. (12)

