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T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION APRIL 2024

Business Management Major II : Retail Management Strategies

[Time: 2:00 Hours]

[Max. Marks:80]

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate maximum marks.
3) Answer sub-questions in Q1 and Q2 in approximately 100-200 words, Q3-Q6 in approximately 400 words.

Q1 Answer any FOUR from the following:

4*4=16

- What are the quality dimensions that are important in retailing?
- Explain the meaning of price and value in the retail context.
- Explain the need and objectives of promotion decision?
- What is the importance of identifying and responding to changing customer profiles?
- Explain the process of handling customer complaints in retail.
- What is the meaning of the term retail shopper?

Q2 Answer any FOUR from the following:

4*4=16

- What is the meaning of Customer Service?
- What do you mean by customer loyalty?
- Explain the meaning of customer relationship management.
- Explain the concept of Supply Chain Management.
- Write a short note on any two retail formats.
- Explain the importance of retail logistics management.

Q3 A. Explain the various factors affecting the pricing decisions.

12

OR

B. Explain sales promotion methods adopted by retailers to promote sales.

12

Q4 A. Explain various factors influencing retail shopper.

12

OR

B. Analyse the factors responsible for the changing trends among Indian consumers in recent years.

12

Q5 A. Discuss the principles for delivering distinctive services in retail.

12

OR

B. Explain customer decision making process.

12

Q6 A. Explain the process of implementing retail strategies.

12

OR

B. Explain Market penetration, Market expansion as retail growth strategies.

12

