



GOA UNIVERSITY

Bachelor of Commerce (Sem-V) (NEP)

Business Management CBM-302 - Retail Management (Major)

Duration: 2 hours

Total Marks: 80

Instructions: (i) Q1 is compulsory
(ii) Internal choice is available for Q2 to Q5
(iii) Figures to the right indicate maximum marks to the question

Q1. Answer each of the following:

(8 x 2) 16

- Define 'multi-channel retailing'.
- State the meaning of 'FDI in retail'.
- Mention the types of retail store ownership formats.
- State two features of supermarkets.
- Name any two factors affecting retail pricing.
- Recall two forms of retail promotion.
- Examine the importance of store design in retail business.
- List the components of 'Exterior store design'.

Q2. A) Explain the factors responsible for the growth of retail business.

12

OR

B) Describe the stages of retail life cycle.

12

C) Interpret the main functions performed by a retailer in retail business.

04

Q3. A) Demonstrate how the ownership format of 'Independent retailer' differs from 'Consumer cooperatives' in store operations.

12

B) Use examples to explain the differences between 'department stores' and 'specialty stores' based on the types of merchandise they offer.

04

OR

C) Show through example how 'hypermarkets' differ from 'convenience stores'.

04

Q4. A) Evaluate a retailer's decisions relating to each stage in the life-cycle of merchandise

12

B) Apply the element of 'determining the market potential' to select a location for a new retail store.

04

OR

C) Interpret the use of different 'business districts' for retail store location and justify each type.

04

Q5. A) Critically analyse how different store layouts (grid, racetrack, freeform) affect customer experience and sales.

12

B) Apply the concept of planogram for space planning in a clothing store.

04

OR

C) Apply and illustrate the methods used to prevent shoplifting in retail stores.

04