GOA UNIVERSITY

T.Y.B.Com. (NEP) (Semester - V)
Subject Name: Retail Management

Paper Title: Retail Management **Paper Code: CBM-302**

Duration: 2:00 Hours **Total Marks: 80**

Instructions: i) All questions are Compulsory
ii) Internal choice is available from Q. No.2 to Q. No. 5
iii) Figures to the right indicate maximum marks
iv) Answer all 2 marks questions in not more than 50 words, 4 marks questions in not more than 100 words, 12 marks questions in not more than 400 words

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Q1 Answer each of the following: **(8x2) 16**
a) State two characteristics of Global retailing
b) What is Multi-channel retailing?
c) Define Chain retailer
d) Recall the concept Direct selling
e) State two advantages of Store location in a Central business District
f) List two points on the need for Retail Promotion
g) What is Employee theft?
h) Define Grid Layout

Q2 A) Describe the various functions performed by a retailer. **12**

OR

B) Explain the factors responsible for the growth of retail business. **12**

C) Explain the significance of FDI in the retail sector. **04**

Q3 A) Apply the concept of retail ownership to distinguish between Franchising and Independent retailing. **12**

B) A group of consumers jointly establish a store to obtain goods at reasonable price identify the retail ownership format and explain its operations. **04**

OR

C) Apply your understanding of installing a snack vending machine on campus based on students needs and suggests its advantages. **04**

Q4 A) Analyze the steps involved in selecting a retail store location and its contribution to the success of the store. **12**

B) A company plans to open a Free Standing store suggest the benefit of such **04**

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retail formats

OR

C) Interpret the various factors affecting retail pricing. **04**

Q5 A) Evaluate the importance of a good store design in creating a successful retail environment and influencing overall business performance. **12**

B) As a store manager you notice frequent missing inventory and suspect shoplifting what preventive measures would you propose. **04**

OR

C) A clothing store is launching a summer collection. As part of visual merchandising suggest methods of display to attract customers. **04**

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