

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
Post-Graduate Department of Commerce (M. Com)  
M.Com Part-II, Semester-IV, Semester End Examination, April 2023  
(Business Management)  
COO440: Retail Marketing (OA - 18A)

**Duration: 3 Hours**

**Max Marks: 60**

**Instructions:**

1. This paper consists of *NINE* questions carrying *Equal* marks.
2. Question No.1 consists of *5 Compulsory* questions of *2 marks each*.
3. Answer any *FIVE* questions from questions 2,3,4,5,6,7,8 and 9.
4. Each question carries *10 marks*. Figures to the right indicate marks.

- Q.1. Answer the following (5X2=10)
- a) Online Retailing
  - b) Market Penetration
  - c) Free Standing stores
  - d) Leader pricing
  - e) Van Retailing
- Q.2. What is Retailing? Elaborate the Functions of Retailing 10
- Q.3. Explain various types of Pricing strategies 10
- Q.4. Merchandising planning play a very important role in success of business. Explains the steps of merchandise planning 10

Q.5. Suppose after getting a management degree, you decide to open a retail business what point would you like to consider with regards to store opening. Explain the process of forming retail strategy. 10

Q.6. what is visual merchandising? Explain the need and importance of visual merchandising. 10

Q.7. Discuss the importance of Airport retailing in today's modern world and Explain advantages and disadvantages of Airport Retailing. 10

Q.8. Discuss the various sources of finance retail can avail if want start own business or expand business 10

Q.9. Make a comparative analysis of product retailing and service retailing. 10

\*\*\*\*\*Best Wishes\*\*\*\*\*