

Roll No: _____

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Shree Damodar College of Commerce & Economics, Margao-Goa

Post-Graduate Department of Commerce (M. Com)

M.Com Part-II, Semester-IV, Semester End Examination, Repeat November 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) Organized v/s Unorganized Retailers
- b) Multichannel Retailing
- c) Free-Flow Layout
- d) Retail Strategy
- e) Assortment Planning

Q.2. What is Retailing? Elaborate the characteristics 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

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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. what do you understand by understand by shopping centers or planned retail location? Elaborate. **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*******