

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao
M.Com, Semester-IV, Semester End Examination, June 2022
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 **5** questions from Question **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. Product retailing vs. Service retailing
- b. Retail positioning
- c. Visual merchandising
- d. Functions of merchandise manager
- e. Factors affecting retail price

Q.2) Discuss briefly the characteristics of various retail formats on the basis of operational structure, retail location and merchandise offered. Also, explain the implications of emerging retail formats on small domestic retailers.

(10)

Q.3) Suppose after getting a management degree, you decide to open a retail business, what points would you like to consider with regards to store location, competition, impact of emerging trends and government attitude towards organized retail store?

(10)

Q.4) Managing a retail business has become a complex task. Success of a retail store is not just a process of having the 4P's, infact it requires strategic planning. In light of this statement describe briefly the retail strategic planning process with suitable examples wherever necessary.

(10)

Q.5) Discuss the different strategic growth opportunities retailers can pursue to enter into the global markets. In addition to this also explain the factors indicating the attractiveness of international markets.

(10)

Q.6) Location decisions have a great strategic importance because they have significant effect on store choice and are difficult for competitors to duplicate. From the retailer's point of view, explain the factors that needs to be considered while evaluating and selecting a site for locating a retail store.

(10)

Q.7) The environment in a store, the design and the presentation of the store, location of merchandise in the store have a significant impact on consumer's shopping behaviour. With reference to this statement:

(a) List out the elements of retail store atmospherics and explain how a retailer can create an appealing store atmosphere. (5)

(b) Highlight the factors that contribute towards the overall store image. (5)

Q.8) (i) Discuss the concept of assortment plan and explain any two factors to be considered by a retailer or merchandise buyer while preparing plan for fashion merchandise. (5)

(ii) Suppose you are a new entrant in this fast-growing retail industry, explain the process that you would adopt to procure and handle merchandise? (5)

Q.9) Category management is supplier's process of managing categories as strategic business units (SBUs), so that superior consumer value is delivered. Suggest how can a retailer adopt the category management process for his new business? (10)

***** Best Wishes*****