Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination, November 2022
GE 3: RETAIL MANAGEMENT

Duration: 2hrs   **Max Marks: 80**

Instructions: 1) Figures to the right indicate maximum marks
2) Start each question on fresh page
3) All Questions are compulsory
4) Answer to question Q1 & Q2 should be approximately 100 words each
5) Answer to question Q3 to Q6 should be approximately 400 words each

Q1. Write short notes on: - (Any Four)   **(4*4= 16 marks)**
   a. Graphics & Signages
   b. Visual merchandising
   c. Evolutionary theory
   d. Retail formats
   e. Telemarketing
   f. Planogram

Q2. Answer the following questions: - (Any Four)   **(4*4= 16 marks)**
   a. State the highlights of the retail sector in India
   b. Discuss the wheel theory of retailing
   c. Explain the importance of store design
   d. Describe the concept of shoplifting
   e. Elaborate the measures taken to prevent employee theft
   f. State the factors to be considered for store layout.

Q3.a. Store design facilitates optimum presentation of the merchandise. Elaborate using the elements of exterior and interior store design.   **(12 marks)**

Or

   x. Illustrate the various types of Store Layouts.   **(12 marks)**

Q4.a "A Retailer is planning to open an outlet in a metro city", Advise him on the various types of store locations.   **(12 marks)**

Or

Q4.x. "In the competitive scenario, retailers are making all the efforts to select the right store location". In light of this statement, make a note of the stages involved in selecting a suitable store location.   **(12 marks)**

Q5.a. Explain in detail the types of retail stores based on merchandise offered.   **(12 marks)**

Or

Q5.x. Explain in detail the types of retail stores based on Ownership.   **(12 marks)**

Q6.a. "India has the highest per capita retail store availability in the world". Discuss the factors responsible for growth of retailing in India.   **(12 marks)**

Or

Q6.x. What is Retailing? Explain the role played by Retailers.   **(12 marks)**