

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination, November 2023
Retail Management (GE-3)

Duration: 2 Hours

Max Marks: 80 Marks

Instructions: 1. Figures to the right indicate maximum marks.

2. Start each question on a fresh page.

3. All questions are compulsory.

4. Answer Q1 & Q2 in about 100 words each.

5. Answer Q3 to Q6 in about 400 words each.

Q. 1) Write short notes on (Any 4)

(4x4=16)

- (a) Wheel of Retailing
- (b) Chain Stores
- (c) Consumer Co-operatives
- (d) Factory Outlet Stores
- (e) Isolated Store
- (f) Planogram

Q. 2) Answer ANY 4 questions in 10-12 lines.

(4x4=16)

- (a) Meaning and Significance of Retailing
- (b) Merits and demerits of Planned Shopping Centre
- (c) Importance of Store Location.
- (d) Pros and Cons of Grid Layout
- (e) Significance of Space planning.
- (f) Objectives of a good store design.

Q.3) (A) Discuss the factors responsible for the growth of retail sector in India.

(12)

OR

Q.3) (X) What is a Retail Life Cycle? Explain with the help of a neat diagram.

(12)

Q.4) (A) Explain the meaning of Departmental Stores along with its merits and demerits.

(12)

OR

Q.4) (X) Explain the different types of non-Store retail formats with suitable examples.

(12)

Q.5) (A) Discuss the different types location as a Part of Business District/Centres.

(12)

OR

Q.5) (X) Enumerate in detail the factors a retailer gives priority to in selection of the final site for a retail outlet.

(12)

Q.6) (A) Discuss the various components of Interior store design and Exterior store design?

(12)

OR

Q.6) (X) What is Visual Merchandising? Explain the different methods of Visual Merchandising. (12)

-----ALL THE BEST-----