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**T.Y. B. Com. (CBCS) (Semester V)**  
**EXAMINATION NOVEMBER 2022**

**Business management Major II**  
**Retail Management Strategies**

**[Duration : 2 Hours]**

**[Total Marks :80]**

**Instructions:**

1. All questions are compulsory
2. Figures to the right indicate maximum marks

**Q.1 Write short notes on any four of the following:**

**(4x4=16)**

- a) Types of consumer goods.
- b) Function of retail logistics,
- c) Importance of service in retailing.
- d) Essential features of a Customer Loyalty Programme.
- e) Product quality.
- f) Sales promotion.

**Q.2 Write 10 to 12 lines on any four of the following:**

**(4x4=16)**

- a) Price v/s value.
- b) Changing Indian consumer demographics.
- c) Customer complaints handling procedure.
- d) Non-store retailing.
- e) Situation audit.
- f) Customer relationship management.

**Q.3 A) Who is a retail shopper? Enumerate the factors influencing the retail shopper.**

**12**

**OR**

**B) Discuss the applicability of "Life Cycle of Goods" in the retail context.**

**12**

**Q.4 A) Explain the meaning of Customer Service and Standardization v/s Customization of service.**

**12**

**OR**

**B) Discuss the emerging trends in modern retail formats on the "Basis of Merchandise Offered".**

**12**

- Q.5     A) Explain the "Customer decision making process". 12
- OR**
- B) Enumerate the factors affecting retail pricing. 12
- Q.6     A) Discuss the Growth Strategies that can be applied for a retail organization. 12
- OR**
- B) State and explain the Principles for delivering distinctive services in retail. 12