

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester – V, Semester End Examination, November 2023
Business Management (DSE-2)
Retail Management Strategies

Duration: 2 Hours.

Max. Marks: 80

Instructions: 1) All Questions are compulsory, however internal choice is available.
2) Figure to the right indicate full marks.

Q.1. Write 10 to 12 lines 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) Objectives of Supply Chain Management
- f) Customer complaints handling procedure.

Q.2. Write short notes on any four of the following: (4x4=16)

- a) Price v/s value.
- b) Product quality.
- c) Sales promotion.
- d) Non-store retailing.
- e) Components of Service Quality.
- f) Customer relationship management.

Q3. A) Explain retail shopper? Discuss the factors influencing the retail shopper. (12)

OR

Q3.B) Summarize the applicability of "Life Cycle of Goods" in the retail context. (12)

Q4. A) Illustrate the meaning of Customer Service. Debate Standardisation v/s Customisation of service. (12)

OR

Q4.B) Outline the emerging trends in modern retail formats on the "Basis of Merchandise Offered". (12)

Q5.A) Write the "Customer decision making process", give examples. (12)

OR

Q5.B) Illustrate the factors affecting retail pricing. (12)

Q6.A) Discuss the Growth Strategies that can be applied to a retail organization. (12)

OR

Q6.B) State and explain the Principles for delivering distinctive services in retail. (12)
