

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics
TY B. Com, Semester-V, Semester End Examination, January 2022
Business Management- DSE-2
Retail Management Strategies (COD 107)

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory

2. Figures to the right indicate maximum marks

Q1. Write short notes on any four of the following:

(4x4=16)

- a) Quality in retail
- b) Customer profiles
- c) Sales promotion
- d) Market expansion strategy
- e) Retail mix
- f) SCM

Q2. Answer in 10 to 12 lines any four of the following:

(4x4=16)

- a) Changing trends in Indian consumers
- b) Meaning of Customer loyalty
- c) Principles for delivering distinctive services
- d) Objectives of Promotion decisions
- e) Importance of Retail Logistics Management
- f) Functions of a retailer

Q3. A) Describe the various types of goods sold by retailers.

(12 Marks)

OR

X) Describe the Customer decision-making process.

(12 Marks)

Q4. A) Discuss the factors influencing the retail shopper.

(12 Marks)

OR

X) Explain the theory of Retail Life Cycle of Goods.

(12 Marks)

Q5.A) Discuss the concept of Customer Relationship Management.

(12 Marks)

OR

X) Describe the essential features of Customer Loyalty Programs.

(12 Marks)

Q6. A) Describe the various Retail formats that have evolved over time.

(12 Marks)

OR

X) Discuss the steps in Retail Strategy process implementation.

(12 Marks)