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T.Y.B.Com. Semester V (CBCS) Ordinance

EXAMINATION MAY 2023

Business Management Major II : Retail Management Strategies

[Time: 2 Hours]

[Max. Marks:80]

- Instructions: 1) All questions are compulsory.
2) Figures to the right indicate maximum marks.

- Q1 Write short notes: (any 4)** **16**
- a) Sales promotion
 - b) Quality in retail
 - c) Customer profiles
 - d) Retail mix
 - e) Market expansion strategy
 - f) SCM
- Q2 Answer in 10-12 lines: (any 4)** **16**
- a) Objectives of Promotion decisions
 - b) Changing trends in Indian consumers
 - c) Meaning of Customer loyalty
 - d) Importance of Retail Logistics Management
 - e) Functions of a retailer
 - f) Principles for delivering distinctive services.
- Q3** A. Describe the various types of goods sold by retailers. **12**
OR
B. Explain the theory of Life Cycle of Goods. **12**
- Q4** A. Discuss the factors influencing the retail shopper. **12**
OR
B. Describe the Customer decision-making process. **12**
- Q5** A. Describe the concept of Customer Relationship Management. **12**
OR
B. Discuss the essential features of Customer Loyalty Programs. **12**
- Q6** A. Describe the various Retail formats that have evolved today. **12**
OR
B. Explain the steps in Implementation of Retail Strategy process. **12**