

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination October 2019
Subject Title: Retail Management (GE 3)

Duration: 2hrs**Max Marks: 80****Instructions:**

- 1) *Start each question on a fresh page.*
- 2) *Figures to the right indicate maximum marks.*
- 3) *All questions are compulsory.*
- 4) *Answer Q1&Q2 in not more than 100 words each.*
- 5) *Answer Q3 to Q6 in not more than 400 words each.*

Q.1) Write short notes on: (Any 4)**(4x4=16)**

- (a) Benefits of retailing to manufacturers
- (b) Unorganized retailing
- (c) FDI in retail sector
- (d) Off-Price retailers
- (e) Factory Outlets
- (f) Independent retailers

Q.2) Write short notes on: (Any 4)**(4x4=16)**

- (a) Isolated stores
- (b) Secondary Business District
- (c) Airport retailing
- (d) Components of exterior store design
- (e) Planogram
- (f) Objectives of a good store design

Q.3) (A) What is Multi-channel retailing? Explain the merits and demerits of the same.

(12 Marks)**OR**

Q.3) (X) Explain the concept of Retail Life Cycle with the help of a diagram.

(12 Marks)

Q.4) (A) Discuss the different types of Non- Store retail formats giving suitable examples.

(12 Marks)**OR**

Q.4) (X) Explain the following retail store formats – Convenience stores, Franchising, Hyper markets.

(12 Marks)

Q.5) (A) Enumerate the factors to be considered by a retailer in selection of the final site for retail outlet.

(12 Marks)**OR**

Q.5) (X) Discuss the benefits and limitations of 'Malls' as a part of retail shopping centre.

(12 Marks)

Q.6) (A) Explain the different types of store layout with the help of a diagram. **(12 Marks)**

OR

Q.6) (X) What is employee theft? Explain the measures that a retailer can take to reduce employee theft in retail stores. **(12 Marks)**