

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.BCOM Semester III **MAY/JUNE SUPPLEMENTARY EXAMINATION 2017**
Retail Management

Duration: 2 Hours

Max. Marks: 80

Instructions:

Figures to the right indicate maximum marks.
Start each question on a fresh page
All questions are compulsory

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

Marks 16

- a. Role of technology in retailing
- b. Advantages of FDI in retailing
- c. Retail scenario in global context
- d. Automated vending
- e. Specialty stores
- f. Factory outlets

Q.2. Write short notes on any FOUR of the following:

Marks 16

- a. CBD
- b. String
- c. Trade area analysis
- d. Importance of store location
- e. Grid layout
- f. Planogram

Q3a. Explain the concept of Retail Life Cycle with the help of a diagram.

OR

b. What is multi-channel retailing? Explain its merits and demerits. **Marks 12**

Q4a. What is franchising? Explain its merits and demerits.

OR

b. Explain the following formats of retailing - convenience stores, super markets and hyper Markets. **Marks 12**

Q5a. What is a shopping mall? What are the merits and demerits of locating a retail store in a mall?

OR

b. What are the factors to be considered while selecting the final site for locating a retail store? **Marks 12**

Q6a. Explain the meaning of 'interior store design'. What are its components?

OR

b. Explain the different methods of visual displays. **Marks 12**