

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.BCOM Semester IV End Examination, April 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: (16)

- a. Licensed brands
- b. Generic products
- c. Life cycle for fashion products
- d. Private labels
- e. New trends of retail shoppers
- f. Psychological factors affecting retail shopper

Q. 2. Answer any FOUR of the following: (16)

- a. Standardization in service
- b. Characteristics of a good service
- c. Common customer expectations
- d. Customization in service
- e. History of Supply Chain Management
- f. Merits of Pull Strategy

Q3 a. What are manufacturer brands? Explain its merits and demerits. (12)

OR

b. Explain the factors affecting retail pricing.

Q4a. 'The customer profile is changing'. How can retailers respond to these changes? (12)

OR

b. Explain the steps involved in customer decision making process.

Q5a. Explain the Principles for delivering distinctive services. (12)

OR

b. What are Customer Loyalty Programs? What are its features?

Q6a. Explain with a neat diagram the 'Push' strategy of retail logistics. What are its merits and demerits? (12)

OR

b. What is Supply Chain Management? How does it differ from Logistics Management?