

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

- a. Product quality
- b. Licensed products
- c. Life cycle for style products
- d. Generic products
- e. Cognitive dissonance
- f. Need recognition

Q. 2. Write short notes on any FOUR of the following: (16)

- a. Need to manage customer expectations
- b. Benefits of customer loyalty program
- c. Importance of customer service
- d. History of Supply Chain Management
- e. Importance of logistics in retail
- f. Demerits of Push retail strategy

Q3a. What are private brands? Explain its merits and demerits. (12)

OR

b. Explain any four forms of promotional tools available to a retailer.

Q4a. What are the changes taking place among Indian consumers? (12)

OR

b. Explain the term 'retail shopper'. What are factors affecting retail shopper?

Q5a. How can retailers handle customer complaints? (12)

OR

b. What is 'Customer Service'? What are the two approaches to customer service?

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

OR

b. Explain the term 'Supply Chain Management'. What are its benefits?