

B.A. B.Com. Semester V (2018-19) On-line
EXAMINATION OCTOBER 2019
Business Management Major II : Retail Management Strategies

[Duration : Two Hours]

[Max. Marks : 80]

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate maximum marks.

- Q.1 1. Write short notes: (any 4) (16 Marks)
a) Quality in retail
b) Retail shopper
c) Importance of service in retailing
d) Process of handling customer complaints
e) Business mission
f) Customer loyalty Programs
- Q.2 2. Answer in 10-12 lines: (any 4) (16 Marks)
a) Distinction between price v/s Value
b) Need for promotion by retailers
c) Push logistics v/s pull logistics
d) Customer loyalty –Meaning
e) How is Retail strategy performance evaluated
f) Concept of supply chain management
- Q.3 A) Explain the theory of Retail Life Cycle of Goods. (12 Marks)
Or
X) Describe the factors affecting retail pricing. (12 Marks)
- Q.4 A) Describe the factors that influence consumer buying decisions. (12 Marks)
Or
X) Discuss the factors responsible for the changing trends among the Indian consumers. (12 Marks)
- Q.5 A) Discuss the concept of customer Relationship Management. (12 Marks)
Or
X) Explain the meaning of customer service and Standardization v/s Customization of Service (12 Marks)
- Q.6 A) Describe the Retail Growth Strategies. (12 Marks)
Or
X) Explain the essential features of a supply Chain Management system. (12 Marks)