

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao- Goa
S.Y. B.Com, Semester-III, Semester End Examination, October 2018
Retail Management (GE-3)

Duration: 2 Hours

Max. Marks: 80 Marks

Instructions: *Figures to the right indicate maximum marks*

Start each question on a fresh page

All questions are compulsory

Answer Q1&Q2 in not more than 100 words each.

Answer Q3 to Q6 in not more than 400 words each.

- Q.1) Write short notes on (Any 4) (16)
- (a) Functions of a retailer
 - (b) Retail Management
 - (c) Retailers role in sorting process
 - (d) Types of retail stores on the basis of ownership
 - (e) Factory outlets stores
 - (f) Supermarkets
- Q.2) Write short notes on (Any 4) (16)
- (a) Significance of store location
 - (b) Isolated stores
 - (c) Classification of consumer goods
 - (d) Importance of store design
 - (e) Types of store layout
 - (f) Visual merchandising
- Q.3) (A) Discuss the factors responsible for the growth of retail sector in India. (12)
- OR
- Q.3) (X) What is retail life cycle? Discuss the stages in the life cycle of a retail store. (12)
- Q.4) (A) Explain the concept of departmental stores along with its advantages and disadvantages. (12)
- OR
- Q.4) (X) Explain the concept of non-store retailing and discuss the types of non-store retail formats. (12)
- Q.5) (A) State and explain different types of store location available to a retailer. (12)
- OR
- Q.5) (X) Discuss the factors to be considered while choosing a store location. (12)
- Q.6) (A) Discuss the various components of interior store design and exterior store design. (12)
- OR
- Q.6) (X) What is employee theft? Explain the measures to reduce employee's theft in retail stores. (12)