

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BCOM Semester IV, Semester End Examination, April 2018
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. Product quality
- b. Licensed products
- c. Life cycle for style products
- d. Life cycle for fashion products
- e. Retail shopper
- f. Psychological factors affecting customer decision making process.

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

- a. Importance of customer service
- b. Common customer expectation
- c. Standardization 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. Marks 12

OR

- b. Explain briefly any six retail pricing policies.

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

OR

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

Q5a. What do you mean by customer complaints? How can retailers handle customer complaints? Marks 12

OR

- b. What is customer loyalty? Briefly explain its benefits and features.

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

OR

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