

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BCOM Semester IV, May/June Supplementary Examination 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. Licensed brands
- b. Generic products
- c. Product quality
- d. Demerits of private labels
- e. Product enhancement through services
- f. New trends of retail shoppers

Q. 2. Answer any FOUR of the following:

Marks 16

- a. Standardization in service
- b. Importance of customer service
- c. Common customer expectations
- d. Customization in service
- e. Benefits of Supply Chain Management
- f. Flows of Supply Chain Management

Q3a. What are manufacturer brands? Explain its merits and demerits.

Marks 12

OR

- b. With neat diagrams explain product life cycles for fashion, style, fads & flops.

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

Marks 12

OR

- b. What do you mean by post purchase evaluation? Explain the concept of cognitive dissonance and how retailers can help customers to overcome this?

Q5a. Explain the Principles for delivering distinctive services.

Marks 12

OR

- b. What are customer complaints? Explain the process of handling complaints.

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

Marks 12

OR

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