

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.BCOM Semester IV, | Supplementary Examination, May/June 2019

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. Demerits of national brands
 - b. Product enhancement through services
 - c. POP advertising
 - d. Public relations
 - e. Changing customer profile
 - f. Retail shopper
- Q.2. Write short notes on any **FOUR** of the following: **Marks 16**
- a. Importance of service in retailing
 - b. Characteristics of a good customer service
 - c. Merits of Push strategy
 - d. Importance of retail logistics
 - e. History of Supply Chain Management
 - f. Flows of Supply Chain Management
- Q3a. Explain the life cycle for fads, fashion, style and flop products. **Marks 12**
- OR**
- b. Briefly explain any six retail pricing policies.
- Q4a. Explain the customer buying decision-making process. **Marks 12**
- OR**
- b. The customer profiles are changing. Explain these changes with examples.
- Q5a. What is CRM? Explain its process. **Marks 12**
- OR**
- b. How can retailers handle customer complaints?
- Q6a. Explain the Principles for delivering distinctive services. **Marks 12**
- OR**
- b. Explain with a neat diagram the 'Pull' strategy in retail logistics. What are its merits and demerits?