

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?