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Shree Damodar College of Commerce and Economics, Margao- Goa

S.Y. BCOM – SEMESTER IV

Semester end examination, April 2016

Applied Component – DISTRIBUTION AND RETAIL MANAGEMENT

(Revised Course)

Duration – 2 hrs

Max. marks: 80

Instructions :

1. *All questions are compulsory.*
2. *Start each new question on a fresh page.*
3. *Figures to the right indicate maximum marks.*

Q.1. Write Short Notes on (Any 4) :

(4x4)

- a) Product enhancement through services.
- b) Managing Customer Expectations.
- c) Life cycle of goods for Fashion.
- d) Personal communication.
- e) Product Line.
- f) Private labels at retail outlet.

Q.2. Write Short Notes on (Any 4) :

(4x4)

- a) Customer Relationship Management.
- b) Life cycle of goods for Style.
- c) Price v/s Value.
- d) Changing consumer profile.
- e) Retail Logistics.
- f) Customer Service.

Q.3. A. State and explain the Life Cycle for goods.

(12)

OR

B. Explain the different methods used for communication by the retailer.

Q.4. A. Explain the Buying Process.

(12)

OR

B. Explain the factors affecting the retail shoppers.

Q.5. A. Explain the principles for delivering distinct services.

(12)

OR

B. Explain how retailers can manage their customer expectations.

Q.6. A. Discuss retail logistics and explain its Strategies.

(12)

OR

B. What is Supply Chain Management? Explain the need of Supply Chain Management.