

**VIDYA VIKAS MANDALS**

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.