

DISTRIBUTION AND RETAIL MANAGEMENT (OLD COURSE)

Duration: 2 Hours

Total Marks: 80

- Instructions:** 1. All questions are compulsory.
2. Figures to the right indicate maximum marks to the questions.
3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.
4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

Q. 1. Write short note on any four of the following: (4x4=16 marks)

- a) Product line.
- b) Life cycle of goods for fashion.
- c) Price v/s Value.
- d) Personal communication.
- e) Factors influencing consumer behaviour.
- f) Understanding the retail consumer.

Q. 2. Write short note on any four of the following: (4x4=16 marks)

- a) Standardisation v/s Customisation.
- b) National brands.
- c) Customer relationship management.
- d) Customer service as a part of retail strategy.
- e) Meaning of handling complaints.
- f) Evolution of supply chain management.

Q. 3.a. Explain the different methods used for communication by retailers. (12 marks)

OR

b. Explain any four types of pricing policies for retailing. (12 marks)

Q. 4. a. Explain the buying process. (12 marks)

OR

b. Explain the factors responsible for changes among Indian consumers. (12 marks)

Q. 5. a. Explain the steps in service recovery. (12 marks)

OR

b. How do retailers manage customer expectations? (12 marks)

Q. 6. a. Discuss the need for supply chain management. (12 marks)

OR

b. Discuss retail logistics and explain its strategies. (12 marks)