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**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce and Economics, Margao-Goa**  
**TY B.Com, Semester-V, Semester End Examination, January 2021**  
**Business Management (DSE-2): Retail Management Strategies (COD 107)**

**Duration: 2hrs**

**Max Marks: 80**

**Instructions: 1. All questions are compulsory**  
**2. Figures to the right indicate maximum marks**

- Q.1. Write short notes on any four of the following:** (4x4=16)
- a) Types of consumer goods
  - b) Functions of retail logistics
  - c) Importance of service in retailing
  - d) Essential features of a Customer Loyalty Programme
  - e) Product quality
  - f) Sales promotion
- Q.2. Answer in 10 to 12 lines any four of the following:** (4x4=16)
- a) Price v/s Value
  - b) Changing Indian consumer demographics
  - c) Customer complaints handling procedure
  - d) Non-store retailing
  - e) Situation audit
  - f) Customer relationship management
- Q.3. A) Who is a retail shopper? Enumerate the factors influencing the retail shopper.** (12)
- OR
- Q.3.B) Discuss the applicability of "Retail Life Cycle".** (12)
- Q.4.A) Define Customer Service. Explain Standardisation v/s Customisation of service.** (12)
- OR
- Q.4.B) Discuss the emerging trends in modern retail formats.** (12)
- Q.5.A) Explain the "Customer decision making process".** (12)
- OR
- Q.5.B) Enumerate the factors affecting retail pricing.** (12)
- Q.6.A) Discuss the Growth Strategies that can be applied for a retail organization.** (12)
- OR
- Q.6.B) State and explain the Principles for delivering distinctive services in retail.** (12)