

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination, November 2023
Retail Management (GE-3)

Duration: 2 Hours

Max Marks: 80 Marks

Instructions: 1. Figures to the right indicate maximum marks.

2. Start each question on a fresh page.

3. All questions are compulsory.

4. Answer Q1 & Q2 in about 100 words each.

5. Answer Q3 to Q6 in about 400 words each.

- Q. 1) Write short notes on (Any 4) (4x4=16)
- (a) Wheel of Retailing
 - (b) Chain Stores
 - (c) Consumer Co-operatives
 - (d) Factory Outlet Stores
 - (e) Isolated Store
 - (f) Planogram
- Q. 2) Answer ANY 4 questions in 10-12 lines. (4x4=16)
- (a) Meaning and Significance of Retailing
 - (b) Merits and demerits of Planned Shopping Centre
 - (c) Importance of Store Location.
 - (d) Pros and Cons of Grid Layout
 - (e) Significance of Space planning.
 - (f) Objectives of a good store design.
- Q.3) (A) Discuss the factors responsible for the growth of retail sector in India. (12)
- OR
- Q.3) (X) What is a Retail Life Cycle? Explain with the help of a neat diagram. (12)
- Q.4) (A) Explain the meaning of Departmental Stores along with its merits and demerits. (12)
- OR
- Q.4) (X) Explain the different types of non-Store retail formats with suitable examples. (12)
- Q.5) (A) Discuss the different types location as a Part of Business District/Centres. (12)
- OR
- Q.5) (X) Enumerate in detail the factors a retailer gives priority to in selection of the final site for a retail outlet. (12)
- Q.6) (A) Discuss the various components of Interior store design and Exterior store design? (12)
- OR
- Q.6) (X) What is Visual Merchandising? Explain the different methods of Visual Merchandising. (12)

-----ALL THE BEST-----