

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE**  
**AND ECONOMICS, PONDA-GOA**  
**B.COM. CHOICE BASED CREDIT SYSTEM (SEMESTER-III)**  
**EXAMINATION, OCTOBER 2018**  
**RETAIL MANAGEMENT (GE)**

DURATION: 2 hours

MARKS: 80

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Instructions: 1) All Questions Are Compulsory.  
2) Figures To The Right Indicate Marks.

- Q.1. Write a short note on **any four** of the following- (4x4=16)
- i. Forms of ownership
  - ii. Concept of factory outlets
  - iii. Growth of retailing
  - iv. Retail scenario in the global context
  - v. Multi- channel retailing
  - vi. Direct selling
- Q.2. Answer **any four** of the following- (4x4=16)
- i. Explain importance of store location (any 4)
  - ii. Explain disadvantages of free standing location (any 4)
  - iii. Explain importance of store design (any 4)
  - iv. Explain factors to be considered while selecting site for store location (any 4)
  - v. Explain components of exterior store design (any 4)
  - vi. Explain measures to reduce shoplifting (any 4)
- Q.3 X) Explain retail life cycle with the help of diagram. (12)
- OR**
- Y) Explain functions of a retailer. (Any 8) (12)
- Q.4 X) Explain the following:
- a) Franchising (06)
  - b) Super Markets (06)
- OR**
- Y) Explain the following:
- a) Speciality stores. (06)
  - b) Automated vending retailing. (06)
- Q. 5 X) Explain types of store location. (Any 4) (12)
- OR**
- Y) Explain steps involved in choosing a retail location. (12)
- Q.6 X) Explain types of store layouts. (12)
- OR**
- Y) What is Employee theft? Explain measures to reduce employee theft. (12)

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