

**Goa Vidyaprasark Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF  
COMMERCE AND ECONOMICS PONDA - GOA  
B.COM. CBCS (Semester- III) SUPPLEMENTARY EXAMINATION,  
AUGUST 2021  
RETAIL MANAGEMENT**

**Duration: 2 hrs.**

**Marks: 40 Marks**

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**Instructions:**

- Question Paper consists of two questions.
- Answer **any 5** from Q1.
- Answer **any 6** from Q2.

QI) Answer **ANY FIVE** from the following

(5x2Marks) = 10 Marks

1. State any four functions of retailer.
2. State any four benefits of telemarketing.
3. Explain any two disadvantages of locating retail store in free standing store location.
4. Explain any two objectives of designing a retail store.
5. Explain any two factors responsible for growth of retail sector in India.
6. Write a short note on off price retailers.
7. Why retail location is most important decision before setting up of retail store?
8. State any four ways to prevent from shoplifting.

QII) Answer **ANY SIX** from the following.

(6x5 Marks) = 30 Marks

- A. Explain retail life cycle with diagram.
- B. Explain any five merits of being an Independent retailer.
- C. Explain any five factors to be considered before choosing a retail location.
- D. Explain types of Store layout.
- E. Explain any five benefits of multichannel retailing.
- F. Discuss Merits and demerits of Mail order.
- G. Explain any **two merits** for following types of retail location.  
a) Planned shopping center    b) Central business district
- H. How can employee theft be prevented? (Any 5 pts)

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