

Goa Vidyaprasark Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF
COMMERCE AND ECONOMICS PONDA - GOA
B.COM. CBCS (Semester- III) SUPPLEMENTARY EXAMINATION,
DECEMBER 2020
RETAIL MANAGEMENT

Duration: 2 hrs.

Marks: 40 Marks

Instructions:

- Question Paper consists of two questions.
- Answer any ten from Q1.
- Answer any four from Q2.

Q1. Answer **ANY TEN** questions from following. (10x2M)= 20 Marks

- A) Explain term retail management.
- B) State any four demerits of establishing chain stores.
- C) Choosing a unique location is key element for business success why?
- D) Explain any two importance of designing retail store.
- E) Explain following functions of retailer.
 - 1. Breaking bulk
 - 2. Arranging Assortment
- F) What is franchising?
- G) State any four factors to be considered before selecting a retail location.
- H) What is visual merchandising?
- I) Explain two benefits of multi-channel retailing to retailer.
- J) How factory outlet helps manufacturer?
- K) Explain any two elements retailer has to consider while determining market potential.
- L) State any four ways to prevent from employee theft?
- M) State any four factors contributed to growth of retail sector.
- N) Differentiate between store retailing and non-store retailing. (2pts)
- O) State steps involved in choosing retail location.
- P) Explain any two components of interior store design.

Q.2 Answer **ANY FOUR** from the following. (4x5M)=20 Marks

- I) Explain retail life cycle with diagram.
- II) What is non-store retailing? Explain types of non-store retailing.
- III) Who is independent retailer? Explain any four advantages enjoyed by Independent retailer.
- IV) Explain types of retail location.
- V) What is shoplifting? Suggest any eight measures to prevent from shoplifting.
- VI) Explain types of store layout.

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