

GVM's GGPR College of Commerce & Economics,  
Farmagudi- Ponda, Goa.  
B.Com (Semester III) Intra Semester Assessment (ISA) I- Test, August 2019  
**RETAIL MANAGEMENT**

Duration: 30 minutes

Marks: 10

Instructions: 1) All questions are compulsory  
2) Figures to the right indicate full marks

Answer the following questions:-

Q.1) Explain the term Retailing. (2 Marks)

Q.2) State and Explain any Three functions performed by a retailer. (3 Marks)

Q.3) State the stages involved in Retail Life Cycle with proper Chart. (2 Marks)

Q.4) Explain any Three Factors Responsible for the growth of Retail Industry. (3 marks)