

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF**  
**COMMERCE AND ECONOMICS, PONDA-GOIA**  
**B.COM. (SEMESTER-III) CHOICE BASED CREDIT SYSTEM**  
**SUPPLEMENTARY EXAMINATION, MAY/JUNE 2019**  
**RETAIL MANAGEMENT (GE)**

DURATION: 2 hours

MARKS: 80

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. Independent Retailer  
ii. Hyper markets and malls  
iii. Retailing concept  
iv. Retail scenario in India  
v. Multi- channel retailing  
vi. Telemarketing

Q.2. Write a short note on **any four** of the following- (4x4=16)  
i. Concept of store location  
ii. Store location as a part of shopping centre  
iii. Store design  
iv. Planogram  
v. Visual merchandising  
vi. Employee theft in retail store

Q.3 X) Explain retail life cycle with the help of diagram. (12)

**OR**

Y) Explain factors responsible for the growth of retailing. (Any 8) (12)

Q.4 X) Explain the following:

- a) Chain retailer (06)  
b) Departmental stores (06)

**OR**

Y) Explain the following:

- a) Convenience stores (06)  
b) Mail order. (06)

Q. 5 X) Explain importance of store location. (Any 6) (12)

**OR**

Y) Explain steps involved in choosing a retail location. (12)

Q.6 X) Explain the components of exterior store design. (12)

**OR**

Y) What is shoplifting? Explain measures to reduce shoplifting. (12)

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