

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA**

**M. COM. (SEMESTER II) EXAMINATION, APRIL 2014
CO201 RETAIL MARKETING**

Duration: 2 hours

Total Marks: 38

Instructions: 1) Answer all questions.

- Q.1] Briefly answer the following: (3x2=6)
- a) Service Retail
 - b) Bundle pricing
 - c) Retail theatre
- Q.2.A] Explain the process of retail strategy Formulation. (8)
- OR
- Q.2.B] What is trade area analysis? How can it be conducted for a retail store? (8)
- Q.3.X] Explain the process of merchandise planning for the retailer. (8)
- OR
- Q.3.Y] Explain the methods for determining inventory evaluation. (8)
- Q.4.A] Explain direct selling as a non store retail format. (4)
- Q.4.B] Explain interactive kiosk as a new customized format. (4)
- OR
- Q.4.X] Retailer can adopt market skimming and market penetration strategy to price the product. Explain.. (4)
- Q.4.Y] "Assortment planning is essential for a retailer." Explain. (4)
- Q.5.A] What are the market entry formulas retailer can adopt to enter international market ? (8)
- OR
- Q.5.B] Explain the retail selling process to be adopted by the retailer. (8)

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