

GOVIND G. POY RAITURCAR
COLLEGE OF COMMERCE & ECONOMICS

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, FARMAGUDI – PONDA

M. COM. (SEMESTER II) Examination, November 2014
CO201 RETAIL MARKETING

Duration: 2 hours

Total Marks: 38

Instructions: Answer all questions.

- Q.1) Briefly answer the following: (3x2=6)
A) Product retail
B) EDLP
C) Personal selling
- Q.2.A] Explain any four types of retail store format and state examples for each of the store in Indian context. (8)
OR
- Q.2.B] Diagrammatically show the elements of store design and explain the elements of interior store design in detail. (8)
- Q.3.X] Explain the various pricing strategies adopted by the retailer. (8)
OR
- Q.3.Y] What are the reasons for adopting markdown strategies for the retailer? (8)
- Q.4.A] What sales promotion mix Departmental store can use to increase the sale? (4)
- Q.4.B] “ Non store retail formats are being widely used by the Indian retail customer”. Explain. (4)
OR
- Q.4.X] “E-Retailing is gaining importance in Indian Retail market.” Discuss. (4)
- Q.4.Y] How to determine the merchandise requirement by the retailer and what planning is required for the same? (4)
- Q.5.A] Give the arguments in favour and against FDI in retail sector in India. (8)
OR
- Q.5.B] “Various aspects retailer has to analyse while adopting standardization and adaptation strategies.” Justify. (8)