

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics,
Ponda Goa

M.Com (Semester II) Examination, April 2015

C0201 – RETAIL MARKETING (OB 10A)

Duration : 2 hours

Total Marks: 38

Instructions: Answer all Questions

- Q1] Briefly answer the following: (5 x 2)
- a) International retailing
 - b) Psychological pricing
 - c) Product retailing
- Q.2.A] Explain the retail selling process. (8)
- OR
- Q.2.B] Explain elements of interior store design. (8)
- Q.3.A] Explain various new customized format in retailing. (8)
- OR
- Q.3.B] Explain the retail price strategies. (8)
- Q.4.A] Explain Retailing environment. (8)
- OR
- Q.4.B] Explain the term advertising and the various type of advertising. (8)
- Q.5.A] Explain the steps involved in choosing a retail location. (8)
- OR
- Q.5.B] Explain globalization and Market entry formulas in retail marketing. (8)