

Goa Vidyaprasarak Mandal's

GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS

FARMAGUDI, PONDA –GOA

B.COM. CBCS (SEMESTER III) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, SEPTEMBER 2022

RETAIL MANAGEMENT

Duration: 30 minutes

Max Marks:10

Q.1 From the following question answer anythree question. (2*3)

1. Explain the following term:
 - A. Retailing
 - B. Retail management
2. Explain any 2 roles of a Retailer.
3. Give Example of 4 giant retailers Operating in India.
4. State and explain any 4 Factors responsible for growth of Retail business in India.

Q.2 From the following answer any one question.(4*1)

1. Explain the concept of Retail life cycle.
2. Explain the concept of Multi-channel retailing.