

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 AUGUST 2023
RETAIL MANAGEMENT

Time: 30 Minutes

Marks: 10

Q.1) Answer **any five** questions from the following:

(5×2=10 Marks)

- a) Concept of Retailing with the help of example.
 - b) State the factors responsible for the growth of Retailing.
 - c) Short note on Breaking bulk.
 - d) Explain the Retail life-cycle theory.
 - e) Highlight the advantages of FDI in retail.
 - f) Note on Multi-channel Retailing.
 - g) Short note on Holding inventory.
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