

GOA VIDYAPRASARAK MANDAL's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA GOA
B.COM. CBCS (SEMESTER-III) REGULAR EXAMINATION NOVEMBER 2023
RETAIL MANAGEMENT

DURATION: 2 Hours

MARKS:80

Instructions: 1) *Question No.1 – NO.6 is compulsory Question.*

2) *Figures to the right indicate maximum marks allotted.*

3) *Provide sufficient margin space in the answer-book for recording marks.*

4) *Enter the appropriate main & sub-question numbers in the answer-book.*

Q1. Answer the following question in brief. (Any Four)

(4*4=16 Marks)

1. Retail life cycle theory
2. Multi- channel retailing
3. FDI in Retail
4. Concept of Retail formats
5. Differentiate between Super market & Hyper market
6. Three forms of mail order retailing

Q2. Answer the following question in brief. (Any Four)

(4*4=16 Marks)

1. Importance of store location
2. Points to be considered while selecting a location
3. Note on Free standing
4. Components of store Design
5. Concept of Planograms
6. Note on Employee theft

Q3 (a) Explain the various factors responsible for the growth of retailing.

(12 Marks)

OR

Q3 (b) Describe the functions and responsibilities of retailers in the business world.

(12 Marks)

Q4 (a) What are the various types of retail store on the basis of form of ownership.

(12 Marks)

OR

Q4 (b) Non-Store Retailing formats are mail order, direct selling, door trading, mobile shops, Automatic Vending & Electronic Retailing. Discuss.

(12 Marks)

P.T.O.

