

M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR-GOA
B.Com (CBCS) III Semester End Examination (Regular/ Repeat), January, 2022
GE3 - Retail Management (UCOG124)

- Instructions:** 1) *All Questions are compulsory, however Internal choice is available.*
2) *Answer sub-questions in question 1 and 2 in not more than 100 words each.*
3) *Answer questions from question 3 to 6 in not more than 400 words each.*
4) *Figures to the right indicate maximum marks to the question.*

Duration: 2 Hours

Max. Marks: 80

Q1. Write short note on ANY FOUR of the following: (4X4 =16)

- a) Concept of Retailing.
- b) Functions of a Retailer.
- c) Stages of Retail Life Cycle.
- d) Leased Departments.
- e) Departmental Store.
- f) Telemarketing.

Q2. Answer ANY FOUR of the following: (4X4 =16)

- a) Explain the meaning of Store Location.
- b) What is the importance of Store Location?
- c) Explain any 4 factors to be considered while choosing a Retail Store Location?
- d) Describe any 4 components of Interior Store Design.
- e) What is Visual Merchandising?
- f) What are the measures to reduce Shoplifting?

Q3.X) What are the factors responsible for the growth of Retailing? (12)

OR

Y) Elaborate on Retail Scenario in global and Indian context. (12)

Q4.X) Explain the types of Retail Formats on the basis of Ownership. (12)

OR

Y) What are the types of Retail Formats under Non-Store Retailing? (12)

Q5.X) Explain the types of Retail Store Location. (12)

OR

Y) Discuss the steps involved in choosing Retail Store Location. (12)

Q6.X) What is a Store Layout? Explain the types of Store Layout. (12)

OR

Y) Elaborate the measures to reduce Employee Theft. (12)
