



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

Vidya Prabodhini College of Commerce, Education, Computer & Management
Vidyanagar, Alto-Parvari, Goa

SEMESTER END EXAMINATION – OCTOBER 2016 (Regular/Repeat)

Sub: Retail Management

Semester: III

M. Marks: 80

M. Time: 2 hours

INSTRUCTIONS:

1. All questions are compulsory, however internal choice is available
 2. Figures to the right indicates the total marks to that question
 3. Answer each main question on a fresh page
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Q1. Write a short note on ANY FOUR of the following. (4X4=16)

- a) Functions of retailer.
- b) Stages in Retail Life Cycle.
- c) FDI in retail.
- d) Convenience store.
- e) Hyper market.
- f) Specialty store.

Q2. Answer the following ANY FOUR in brief. (4X4=16)

- i. Explain the concept of Central Business District.
- ii. Discuss the importance of store location?
- iii. Explain Concept of Part of shopping centre.
- iv. What is visual merchandising?
- v. What is store design? Explain its importance.
- vi. Explain the components of exterior store design.

Q3. Answer ANY ONE of the following. (1x12=12)

- A) What are the factors responsible for the growth of retailing?
- B) What is multi-channel retailing? Explain its merits and demerits.

Q4. Answer ANY ONE of the following. (1x12=12)

- C) Discuss the classification of retail format on the basis of ownership.
- D) What is Mail Order business? Explain its advantages and disadvantages.

Q5. Answer ANY ONE of the following. (1x12=12)

- E) Elaborate the factors responsible for selection of site for retail store.
- F) What are the elements to be taken into consideration for determining market potential?

Q6. Answer ANY ONE of the following. (1x12=12)

- G) What is store layout? Explain Grid, Racetrack and freeform store layout.
- H) Explain the components of interior store design.