



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

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

SEMESTER END EXAMINATION – APRIL 2017 (Regular/Repeat)

Sub: Retail Management

Semester: IV

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

Q1. Answer the following in brief (**ANY FOUR**). (4X4=16)

- i. Explain any two forms of promotion decision.
- ii. Elaborate any two factors affecting retail pricing.
- iii. Illustrate on different types of goods.
- iv. Write a note on need for studying consumer behavior.
- v. Explain the factors responsible for changing trends among Indian consumers.
- vi. What are the factors influencing consumer buying behavior.

Q2. Write a short note on **ANY FOUR** of the following. (4X4=16)

- a. Concept of Customer Relationship Management.
- b. Meaning of customer service.
- c. Principles of delivering distinctive services.
- d. Concept of retail logistics.
- e. Pull logistics strategy.
- f. Push logistics strategy.

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

- A. Explain life cycle of goods in detail.
- B. Elaborate on different pricing strategies used by the retailer.

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

- C. What is retail shopper? Explain the factors influencing retail shopper.
- D. Explain customer decision making process.

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

- E. Discuss on customer handling process.
- F. Explain the features of customer loyalty program.

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

- G. What is supply chain management? Explain its importance.
- H. Write a note on Reverse logistics and Third party logistics.