



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

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

**SYBCOM SEMESTER END EXAMINATION - OCT/NOV 2017 (Regular/Repeat)**

**Sub:** Retail Management

**Semester:** III

**M. Marks:** 80

**M. Time:** 2 hours

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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)

- Types of Franchising.
- Hyper Market.
- Lease Department.
- Draw the Retail Life Cycle Diagram.
- Multi-channel retailing.
- FDI in India.

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

- Isolated Store Location
- Airport as a store location
- Significance of store location.
- Visual Merchandising
- Factors to be considered in layout selection.
- Free form layout.

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

- Explain the Role of retailer in modern business.
- State and explain the factors responsible for growth of retailing in India.

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

- Who is Independent Retailer? State its advantages and limitations.
- Explain the classification of retail format on the basis of form of Merchandised offered.

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

- What are the factors to be considered while selecting a store location?
- Briefly explain the steps involved in choosing a store location.

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

- Explain the elements of exterior store design.
- What is grid layout? Explain its advantages and limitations.