

PRABODHAN EDUCATION SOCIETY'S
VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA.

S.Y.B.COM SEMESTER END EXAMINATION

APRIL 2018 (REGULAR/REPEAT)

SUB: Retail Management II

SEMESTER: IV

CLASS: S.Y.B.Com

DURATION: 2 Hours

MAX. MARKS: 80

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- Instructions:**
- All questions are compulsory, however internal choice is available.
 - Figures to the right indicate total marks to that question.
 - Answer each main question on a fresh page.
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Q1. Answer ANY FOUR of the following (4 x 4 = 16 Marks)

- Elaborate on types of goods.
- Explain the Life cycle of goods.
- Distinguish between Price and Value.
- What are the factors responsible for changing consumer behavior?
- Explain factors responsible for changing trend among Indian consumers.
- Elaborate on need for studying consumer behavior.

Q2. Write a short note on ANY FOUR of the following: (4 x 4 = 16 Marks)

- Standardization v/s Customisation.
- Features of good customer service.
- Customer relationship management.
- Functions of retail logistics.
- Societal role of supply chain management in ensuring human survival.
- Importance of retail logistics.

Q3. Answer ANY ONE of the following: (1 x 12 = 12 Marks)

- Explain the factors influencing retail pricing.
- Discuss different forms of promotion decision.

Q4. Answer ANY ONE of the following: (1 x 12 = 12 Marks)

- What are the factors influencing retail shopper?
- Explain the customer decision making process.

Q5. Answer ANY ONE of the following: (1 x 12 = 12 Marks)

- Discuss the process of handling customer complaints.
- Explain essentials of good customer loyalty programme.

Q6. Answer ANY ONE of the following: (1 x 12 = 12 Marks)

- State and explain importance of supply chain management.
- Elaborate on Pull and Push system of inventory control.