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**T.Y.B.com Semester V (CBCS) Ordinance**  
**EXAMINATION OCTOBER 2019**  
**Business Management Major II : Retail Management Strategies**

[Duration : Two Hours]

[Max. Marks : 80]

- Instructions:**
1. All questions are compulsory.
  2. Figures to the right indicate maximum marks.

- Q.1 1. Write short notes: (any 4) (16 Marks)
- a) Quality in retail
  - b) Retail shopper
  - c) Importance of service in retailing
  - d) Process of handling customer complaints
  - e) Business mission
  - f) Customer loyalty Programs
- Q.2 2. Answer in 10-12 lines: (any 4) (16 Marks)
- a) Distinction between price v/s Value
  - b) Need for promotion by retailers
  - c) Push logistics v/s pull logistics
  - d) Customer loyalty –Meaning
  - e) How is Retail strategy performance evaluated
  - f) Concept of supply chain management
- Q.3 A) Explain the theory of Retail Life Cycle of Goods. (12 Marks)
- Or
- X) Describe the factors affecting retail pricing. (12 Marks)
- Q.4 A) Describe the factors that influence consumer buying decisions. (12 Marks)
- Or
- X) Discuss the factors responsible for the changing trends among the Indian consumers. (12 Marks)
- Q.5 A) Discuss the concept of customer Relationship Management. (12 Marks)
- Or
- X) Explain the meaning of customer service and Standardization v/s Customization of Service (12 Marks)
- Q.6 A) Describe the Retail Growth Strategies. (12 Marks)
- Or
- X) Explain the essential features of a supply Chain Management system. (12 Marks)