

Prabodhan Education Society's
Vidya Prabodhini College of Commerce, Edu., Comp. and Mgmt., Parvari Goa
TYBCOM SEMESTER END ASSESSMENT JANUARY 2022

DSE 2: BM Major II - RETAIL MANAGEMENT STRATEGIES UCOD107

Semester: V

Duration: 2 Hours

Max Marks: 80

Instructions:

- All questions are compulsory having internal choice.
- Figures to the right indicate maximum marks allotted.

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- Q.1. Answer *any four* from the following: (4X4=16)
- a. Need for Promotion decisions
 - b. Concept of Quality
 - c. Retail Shopper
 - d. Standardization v/s Customization
 - e. Push v/s Pull Logistics
 - f. Customer Supply chain management
- Q.2. Answer *any four* from the following: (4X4=16)
- a. Objectives of Promotion decisions
 - b. Price v/s Value
 - c. Meaning of Customer Service
 - d. Retail Logistics Management
 - e. Customer Relationship Management
 - f. Market Expansion
- Q.3. A. The life story of most successful products is a history of their passing through certain recognizable stages. Explain the stages with a diagram. (12)
- OR
- X. Elucidate the various factors affecting the retail pricing decisions of the retailer. (12)
- Q.4. A. Understanding the changing trends among the Indian consumers is of utmost importance for a retailer to survive in the Indian markets. Using examples, give an overview of the latest changing trends. (12)
- OR
- X. Explain the factors influencing the decision making of the retail shopper. (12)

Q.5. A. Having a well-designed customer loyalty programme is a must for any business, to retain the existing customers. In this regard explain the essential features of a well-designed customer loyalty programme. (12)

OR

X. What do you understand by managing customer expectations and handling customer complaints? Explain the process of handling customer complaints. (12)

Q.6. A. Growing a business is easier said than done. Companies of every size face challenges that suppress their growth. Suggest and explain with examples different types of growth strategies which can be adopted by a company individually or in combination depending on the status of the business and market scenario. (12)

OR

X. Explain the process of implementing retail strategies. (12)

***** ALL THE BEST*****