

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

**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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1. Write short notes: (any four) **(4 X 4 = 16 Marks)**

- a. Price v/s Value
- b. Need for Promotion Strategies
- c. Meaning of Retail Shopper
- d. Standardisation v/s Customisation
- e. Customer Loyalty
- f. Business Mission

2. Write short notes: (any four) **(4 X 4 = 16 Marks)**

- a. Quality in retail
- b. Need for Promotion
- c. Types of Consumer Goods
- d. Customer Relationship Management
- e. Product enhancement through services
- f. Push logistics v/s Pull Logistics

3. A. Explain the Life Cycle of Goods that every product goes through. **(12 Marks)**

OR

X. Elucidate the various forms of Promotion Strategies available to Retailers. **(12 Marks)**

4. A. Describe the factors influencing consumer buying decisions. **(12 Marks)**

OR

X. Explain the customer decision making process. **(12 Marks)**

5. A. Elucidate the concept of managing customer expectations and handling complaints, also explain the process of handling complaints to be followed by the retailers. **(12 Marks)**

OR

- X. Explain Customer Loyalty Programmes and essential features of loyalty programmes. **(12 Marks)**

6. A. Describe the various Growth Strategies that can be adopted by Retailers to grow their businesses. **(12 Marks)**

OR

- X. Explain the implementation of Retail Strategies Process. **(12 Marks)**

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