

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,  
NUVEM-GOA**

**B. Com CBCS Semester V Examination, January 2021**

**Subject Code: COD107 Subject Name: Retail Management Strategies (DSE 2)**

**Total marks:80    Date:            Duration: 2 hours            Total No of Pages: 02**

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*Instructions: 1. All questions are compulsory.*

*2. Figures to the right indicate marks.*

Q.I. Answer any **FOUR** from the following. **(4x4=16)**

1. Briefly explain the concept of value retail pricing.
2. What are the strategic decisions taken by a retailer based on Product life cycle?
3. Briefly explain the need and objectives of promotion.
4. What are the different ways to assess quality of products?
5. Briefly explain growth strategies.
6. What is the meaning of customer service?

Q. II. Answer any **FOUR** from the following. **(4x4=16)**

1. Briefly explain the concepts of standardization and customization.
2. What is customer relationship management?
3. Briefly explain the term retail shopper.
4. What do you mean by retail logistics management?
5. What is supply chain management?
6. What is the meaning width/breadth of assortment?

Q.III (A). What do you mean by retail pricing? Explain various factors affecting retail pricing? **(12)**

**OR**

Q.III. (B). Explain various types of goods in retailing with suitable example. **(12)**

Q. IV. (A). Discuss various forms of promotion adopted by a retailer. (12)

**OR**

Q. IV. (B). Explain customer loyalty programmes and its essential features. (12)

Q.V. (A). Explain Customer decision-making process. (12)

**OR**

Q.V. (B). Explain the principles for delivering distinctive services in retailing. (12)

Q.VI. (A). Explain the process of handling customer complaints in retail business.(12)

**OR**

Q.VI. (B). Explain the process of implementing retail strategies. (12)

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