

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

**B. Com CBCS Semester V (Regular) Examination, January 2022**

**Subject Code: UCOD107 Subject Name: Retail Management Strategies (DSE 2)**

**Total marks: 80**

**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. Explain the importance of customisation in retail business.
2. Briefly explain retailers strategic decision based on Product life cycle?
3. What are the factors that influence retail shoppers buying decisions?
4. What are the quality characteristics that are important to a retailer?
5. Write a short note on the changing trends among Indian consumers.
6. Explain the importance of service in retailing.

Q. II. Answer any **FOUR** from the following.

**(4x4=16)**

1. Explain the concept of price and value in retail business.
2. What do you mean by customer relationship management?
3. Briefly explain how demonstration and samples helps in retail promotion.
4. What do you mean by retail logistics management?
5. What is supply chain management?
6. Briefly explain the concept of customer loyalty.

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

**OR**

Q.III. (B). Explain various macro environmental factors affecting retail pricing. **(12)**

Q. IV. (A). Explain how a retailer identify and respond to changing customer profiles. (12)

**OR**

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

Q.V. (A). Explain various growth strategies that can be adopted by a retailer. (12)

**OR**

Q.V. (B).What are the principles for delivering distinctive services to retail consumer. (12)

Q.VI. (A). What are customer expectations? Explain the process of handling customer complaints. (12)

**OR**

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

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