

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM – GOA
SEMESTER END EXAMINATION, NOVEMBER-DECEMBER 2022

Semester: III **Course Name and-Code: RETAIL MANAGEMENT [UCOG124]**
Total Marks: 80 **Date: 26/11/2022**
Duration: 2 Hours **Total No of pages: 01**

Instructions: 1) All questions are compulsory, however internal choice is available.
2) Answer sub-questions in Q. 1 and Q. 2 in not more than 100 words each.
3) Answer questions Q. 3 to Q. 6 each in not more than 400 words.
3) Figures to the right indicate marks.

Q.1. Answer any four of the following: **[4 x 4 = 16]**

1. Describe convenience stores.
2. Explain off-price retailer format.
3. Briefly explain multi-channel retailing.
4. Explain the meaning of retailing and retailer.
5. Summarise the stages of Retail Life Cycle.
6. Explain any 4 functions of a retailer.

Q. 2. Answer any four of the following: **[4 x 4 = 16]**

1. Analyse the importance of store location.
2. Explain Malls as a retail format.
3. Apply the concept of Secondary Business Districts to retailing in Goa.
4. Explain 4 measures to reduce shoplifting
5. Describe Race-track Layouts.
6. Identify the components of exterior store design. Explain any 2 components.

Q. 3. a. Elaborate on the current retail scenario. **[12]**

OR

- b. List the factors for retail growth. Elaborate on any 6 growth factors.

Q. 4. a. Elaborate on Direct Selling and Automated Vending as retail formats. **[12]**

OR

- b. Summarise retail formats on the basis of ownership.

Q. 5. a. Explain any 6 factors influencing retail site location. **[12]**

OR

- b. Explain store location. Highlight the importance of store location.

Q. 6. a. Elaborate the factors to be considered for selecting store layout. **[12]**

OR

- b. Elaborate on the meaning and components of interior store design.

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