

Total No. of Printed Pages:01

**T.Y.B.Com. Semester V (CBCS) Ordinance**  
**EXAMINATION MAY 2023**  
**Business Management Major II : Retail Management Strategies**

[Time: 2 Hours]

[Max. Marks:80]

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate maximum marks.

- Q1 Write short notes: (any 4)** **16**  
a) Sales promotion  
b) Quality in retail  
c) Customer profiles  
d) Retail mix  
e) Market expansion strategy  
f) SCM
- Q2 Answer in 10-12 lines: (any 4)** **16**  
a) Objectives of Promotion decisions  
b) Changing trends in Indian consumers  
c) Meaning of Customer loyalty  
d) Importance of Retail Logistics Management  
e) Functions of a retailer  
f) Principles for delivering distinctive services.
- Q3** A. Describe the various types of goods sold by retailers. **12**  
**OR**  
B. Explain the theory of Life Cycle of Goods. **12**
- Q4** A. Discuss the factors influencing the retail shopper. **12**  
**OR**  
B. Describe the Customer decision-making process. **12**
- Q5** A. Describe the concept of Customer Relationship Management. **12**  
**OR**  
B. Discuss the essential features of Customer Loyalty Programs. **12**
- Q6** A. Describe the various Retail formats that have evolved today. **12**  
**OR**  
B. Explain the steps in Implementation of Retail Strategy process. **12**