GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA, MARGAO-GOA
B.com (Semester III) End Examination, October -2018
GE 3: Retail Management

Time: 2 Hours

Total marks: 80

Instructions:
(1) Attempt all questions.

(2) Figures to the right indicate full marks.

(3) Answer sub questions in Q1 & Q2 in not more than 100 words.

(4) Answer questions 3 to 6 in not more than 400 words.

Q.I) Answer ANY FOUR of the following questions: (4*4=16 Marks)
1. Space Planning
2. Supermarket
3. Functions of retailer
4. Grid Layout
5. Importance of Store location
6. Exterior store design

Q.II) Answer ANY FOUR of the following questions: (4*4=16 Marks)
1. Multi-channel retailing
2. Factory outlet
3. Employee theft
4. Objectives of store design
5. Off-price retailer
6. Planned shopping center

Q.III.A) Explain Retail life cycle and the various steps involved along with the diagram. (12 Marks)

OR

Q.III.B) Explain various factors responsible for growth of retailing in India. (12 Marks)
Q.IV.A) Explain the different types of store based retailing on the basis of ownership. (12 Marks)

OR

Q.IV.B) Explain different types of Non-store retailing formats. (12 Marks)

Q.V.A) State and explain the various steps involved in choosing a retail location for a retail store. (12 Marks)

OR

Q.V.B) Explain the different types of unplanned retail location options Available to the Retailer. (12 Marks)

Q.VI.A) Explain interior store design and its components. (12 Marks)

OR

Q.VI.B) What is visual merchandising? Explain different methods display. (12 Marks)