

**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA, MARGAO-GOA**  
**B.com (Semester II) 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.

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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)