

Program: S.Y.B.Com (MS) Semester: IV Program Code: UGMS02
 Course: Retail Management Course Code: NUMS402
 Duration: 2 Hour Examination Pattern: NEP-Autonomous - External Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Attempt the following.	[15]	Course Outcome	Knowledge Level																																																																																			
	(a) Fill in the blanks with an appropriate answer from the alternatives given.	[08]																																																																																					
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VIII		Organisation structure in retail refers to _____			
	a.	Government tax laws	b.	Structural layout of stores	
	c.	Framework defining roles and responsibilities	d.	Consumer buying patterns	
(b)	State whether the following statements are true or false.			[07]	
	I	Multichannel retailing refers to selling only through physical stores.		CO1, CO2, CO3, CO4	L1, L2
	II	Merchandise planning primarily aims to reduce employee strength.			
	III	Diversification strategy is used when entering new markets with new products.			
	IV	Retail shoppers are best described as producers of goods.			
	V	A challenge of Franchising in India is cultural and regional diversity.			
	VI	Windows and entrances are considered as feature areas of signage.			
	VII	Brand Stature in the BAV model represents current condition and position of the brand.			
Q. 2	Attempt the following.			[15]	Course Outcome
	(a)	Explain the concept of Retailing and highlight the functions performed by retailers in India.	[08]	CO1	Knowledge Level L2
	(b)	Analyse the factors influencing Retail Shoppers and assess how the Shopper Profile has evolved over time.	[07]	CO2	L4
	OR				
	(c)	Classify the structure of Retailing with the help of a diagram.	[08]	CO1	L2
	(d)	Break down the steps involved in developing an effective Retail Strategy and explain their interrelationship.	[07]	CO2	L4
Q. 3	Attempt the following.			[15]	Course Outcome
	(a)	Illustrate with examples the different Pricing Strategies that can be implemented in Merchandising decisions.	[08]	CO3	Knowledge Level L3
	(b)	Justify the importance of Interior and Exterior Store Design Elements in enhancing customer experience.	[07]	CO4	L5
	OR				
	(c)	Demonstrate the application of Young and Rubicam's Brand Asset Valuator with a diagram.	[08]	CO3	L3
	(d)	Critically evaluate the placement and importance of various Signage feature areas in influencing customer navigation.	[07]	CO4	L5

Q. 4	Attempt the following.	[15]	Course Outcome	Knowledge Level
(a)	<p>A medium-sized apparel store in a shopping mall has been facing declining customer satisfaction. Shoppers complain about long billing queues, frequent stock-outs of popular sizes, and unhelpful staff. The store manager realizes that while the store has good merchandise, retail operations are not well managed. After reviewing the 5 S's of Retail Operations—Systems, Standards, Stock, Space, and Staff—the manager decides to restructure store operations to improve shopper benefits.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. Identify which components of the 5 S's are not effectively implemented in the case. 2. Suggest how the store can reduce customer congestion and improve operational efficiency. 3. Recommend one improvement that can enhance customer satisfaction in the store. 	<p>[05]</p> <p>[05]</p> <p>[05]</p>	CO4	L3, L5

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