



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.COM. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2015**

**CO 6603 – RETAIL MARKETING**

Date : 29/04/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL the questions:**

**(10 x 2 = 20 marks)**

1. What is customer service?
2. What is store layout?
3. What is extinction pricing?
4. Who are non store retailers?
5. What is retailing?
6. What is visual merchandising?
7. What is Electronic retailing?
8. List out the pricing approaches.
9. What is a distribution channel?
10. What are the objectives of a good store design?

**PART – B**

**Answer any FOUR questions:**

**(4 x 10 = 40 marks)**

11. Explain the characteristics of retailing.
12. Explain the various types of retailers.
13. Explain the three basic types of locations to choose, for a retailer.
14. How do multi channel retailers provide value to customers?
15. What are the levels of location decision?
16. Bring out the differences between service retailers and merchandising retailers.
17. Explain the External factors influencing Retail pricing strategy.

**PART – C**

**Answer any TWO questions:**

**(2 x 20 = 40 marks)**

18. Explain the various pricing strategies followed by the retailer to meet his short and long term objectives.
19. Explain the functions performed by a retailer.
20. Explain the factors to be considered while selecting a Retail location.
21. Discuss the various customer service strategies practiced in the retail sector.

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