



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

**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2015**

**CO 6612 - RETAIL MANAGEMENT**

Date : 17/04/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer ALL Questions:**

**(10 X 2 = 20)**

1. What is Retailing?
2. Define Franchising.
3. Define Brand positioning.
4. List any four benefits of B2C.
5. What is meant by CRM?
6. State any two advantages of Brand Extension.
7. Define Retail Promotion.
8. What is Kiosk Marketing?
9. What is Electronic Retailing?
10. State the essentials for successful implementation of Service Management in Retailing.

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Explain the features of Retailing.
12. Discuss the various types of Retailers.
13. Explain the advantages and disadvantages of Franchising.
14. What are the common entry strategies for new entrants in Retailing
15. Examine the factors involved in International Retailing.
16. Explain the advantages of Branding in Retail Trade.
17. What motivates companies to adopt CRM Strategies? Explain.

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. Describe the factors which illustrate the growing importance of the Retail Sector in India.
19. Discuss in detail the pros and cons of Organized Retailing in India.
20. Describe the advantages and disadvantages using Own/Private Brand in Retailing.
21. Discuss in detail the various types of CRM modules used in Retail Marketing.

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