



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., B.A., B.B.A., DEGREE EXAMINATION -VIS.COM. & COM.APP. & ECONOMICS & BUSI. ADMIN.

FOURTH SEMESTER – APRIL 2017

## CO 4210- RETAIL MARKETING

Date: 29-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

### PART A

ANSWER ALL THE QUESTIONS:

(10X2=20)

1. Define the term "Retailing".
2. What is B2C marketing?
3. What is meant by positioning?
4. What is Hypermarkets?
5. What do you understand by customer relationship management?
6. Write a note on merchandising.
7. State any two differences between store retailing and non-store retailing.
8. What is brand management?
9. What do you mean by personal selling?
10. Enlist any two roles of a retailer.

### PART B

ANSWER ANY FOUR QUESTIONS:

(4X10=40)

11. Explain any few or any two the theories of retailing.
12. Explain the characteristics of Service Operations.
13. Write short note on: a) Customer Life Cycle b) Franchising
14. Discuss the reason for the growth of retailer in India.
15. Explain the role of FDI in retail sector.
16. What are the Components of CRM? Explain them.
17. Explain the various types of pricing.

### PART C

ANSWER ANY TWO QUESTIONS:

(2X20=40)

18. Discuss the various types of retail formats.
19. Explain the functions of a retailer. Describe some challenges of retailing in India.
20. Describe the various steps involved in channel design.
21. Explain the difficulties and barriers to CRM success.

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