



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2017

CO 6603- RETAIL MARKETING

Date: 20-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Section – A

Answer **ALL** questions

(10x2= 20 Marks)

Briefly explain the following concepts:

1. Retailing
2. Supercenters
3. Retail strategy
4. Brand image
5. Shopping centers
6. Visual merchandising
7. Odd pricing
8. Non –Store retailing
9. Zone of tolerance
10. Service quality

Section – B

Answer any **FOUR** questions.

(4x10= 40 Marks)

11. Explain the functions performed by retailers.
12. Describe how retailer has developed a competitive strategic advantage.
13. How do retailers set retail prices?
14. Describe the objectives of store design?
15. What services do retailers offer customers?
16. How do retailers fill the knowledge gap?
17. What is a trade area for a store and how do retailers determine the trade area?

Section C

Answer any **TWO** questions

(2x20 = 40 Marks)

18. What are the different types of retailers? Explain
19. Enumerate the unique customer benefits offered by the three retail channels.
20. What types of unplanned retail locations are available to retailers?
21. What factors do retailers consider when pricing merchandise?
