



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

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

**SIXTH SEMESTER – APRIL 2017**

**CO 6612- RETAIL MARKETING**

Date: 22-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A (10 \* 2 = 20 Marks)**

**Answer ALL questions. All questions carry equal marks.**

1. What do you mean by Sales Promotion?
2. What do you understand by the term 'Brand Management'?
3. What is meant by Direct Marketing?
4. What is meant by Customer Life Cycle?
5. What is 'Franchising'?
6. What do you mean by 'Brand Positioning'?
7. What is meant by Functional Quality of Service?
8. What do you understand by 'Consumerism'?
9. What is meant by Operations Management?
10. What do you understand by the term 'Bench Marking'?

**PART – B (4 \* 10 = 40 Marks)**

**Answer any FOUR questions. All questions carry equal marks.**

11. What are the Rights of the Consumers under the Consumer Protection Act, 1986?
12. What are the stages involved in the Customer Life Cycle?
13. What are the functions of a Retailer?
14. What are the advantages and disadvantages of Brand Extension?
15. What are the objectives of CRM?
16. What are the characteristics of Service Quality?
17. What are the different Channels of Distribution adopted by the Marketer?

**PART – C (2 \* 20 = 40 Marks)**

**Answer any TWO questions. All questions carry equal marks.**

18. What are the advantages and disadvantages of franchising?
19. Explain the challenges faced by the Retail Sector in India?
20. Explain the various forms of Direct Marketing?
21. What are the advantages and disadvantages of using Information Technology in the Retail Business?

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