



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G.DEGREE EXAMINATION – ECO.,B.COM.CORP.,VIS.COM., & COMP.APP.

FOURTHSEMESTER – APRIL 2018

CO 4210- RETAIL MARKETING

Date: 02-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

(10X2=20)

1. Write the meaning of the term “Retailing Marketing”.
2. What is meant by repositioning?
3. What is B2B marketing?
4. Mention any four advantages of service operations.
5. What is Vehicle Routing?
6. What do you understand by customer relationship management?
7. Write note on “Brand Management”.
8. State any two differences between store retailing and non-store retailing.
9. What is Bench marking?
10. What do you mean by “Consumerism”?

PART B

ANSWER ANY FOUR QUESTIONS:

(4X10=40)

11. State the role of FDI in retail sector.
12. List out and explain the common barriers of CRM.
13. What are the challenges faced by retail sector? Explain them.
14. Explain the Five Dimensions of service quality.
15. Write short note on: a) Franchising b) Direct Marketing
16. Discuss the reason for the growth of retailing in India.
17. What is retail life cycle? Briefly explain its stages with examples.

PART C

ANSWER ANY TWO QUESTIONS:

(2X20=40)

18. Discuss the various components of Customer relationship Management.
19. Explain the different types of retail formats.
20. Describe the various channel of retail marketing.
21. Explain the advantages and disadvantages of retailing in India.

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