LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SIXTH SEMESTER – **APRIL 2018**

CO 6603– RETAIL MARKETING

Date: 03-05-2018   Dept. No.   Max. : 100 Marks
Time: 01:00-04:00

PART-A

ANSWER ALL QUESTIONS   **(10 x 2 = 20 marks)**

1. What is meant by Retailing?
2. Explain the term Non-store retailing.
3. What is shop-in-shop?
4. Explain Multi-Channel Retailing?
5. Write short notes on site selection.
6. What is Retail location?
7. Define pricing.
8. What is store lay-out?
9. What is meant by customer service?
10. Write short note on 'Planogram'.

PART-B

ANSWER ANY FOUR QUESTIONS   **(4 x 10 = 40 marks)**

11. Differentiate between Service retailers and merchandise retailers.
12. Explain the functions of retailers.
13. Discuss the issues related to multi-channel retailers.
14. Write a note on retail marketing strategy.
15. What are the factors responsible for determining retail location?
16. Write a note on 'Visual Merchandise'.
17. How can customer service build competitive advantage?

PART-C

ANSWER ANY TWO QUESTIONS   **(2 x 20 = 40 marks)**

18. What are the various kinds of retailers? Discuss.
19. Explain the factors affecting retail marketing in India.
20. Discuss the pricing strategies and approach with reference to retailing.
21. How can customer service build competitive advantage? Discuss.

****