



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., B.C.A DEGREE EXAMINATION – VISCOM, COM. APP. & ECO.

FOURTH SEMESTER – NOVEMBER 2016

CO 4210 - RETAIL MARKETING

Date: 11-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions

(10 x 2 = 20)

1. What is brand management?
2. What are the typical products/ Services offered through Vending machine?
3. Define Logistics.
4. What is called assortment in Retailing?
5. State the distinguishable features of Warehouse clubs.
6. What is the difference between forward integration and backward Integration in retailing?
7. Explain the term 'kiosks'
8. Differentiate planned versus unplanned retail locations.
9. Expand SKU and explain its concept.
10. What is 'franchising'

SECTION – B

Answer any four questions

(4 x 10 = 40)

11. Explain the functions of retail marketing in detail.
12. How do you manage your brand as a retailer? (positioning and repositioning)
13. What are the benefits of implementing supply chain management?
14. Discuss the differences between services and merchandise retailers
15. What are the advantages of branding to the consumers, producer and intermediaries?
16. What are the major types of retail organization available in market?
17. What are the advantages and disadvantages of FDI in Retail in India?

SECTION – C

Answer any TWO questions

(2 x 20 = 40)

18. Explain the process of Customer Relationship Management in Retailing.
19. Enumerate various pricing strategies adopted in retailing.
20. How can GAPS Model improve retail service quality?
21. Explain the role of retailing in economic development in India.
