



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

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

**SIXTH SEMESTER – NOVEMBER 2016**

**CO 6603 – RETAIL MARKETING**

Date: 15-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION – A**

**ANSWER ALL QUESTIONS**

**(10x2=20)**

1. Define retailing.
2. Who is a retailer?
3. What is Multi-channel retailing?
4. Is 'location' important for a retailer?
5. Explain the term retail channel.
6. What is solitary site?
7. State the meaning of pricing.
8. What is store lay out?
9. What is service recovery?
10. What are Multimedia Kiosks?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5x8=40)**

11. Explain the significance of retail marketing in any one industry known to you.
12. Explain the various types of retailers.
13. What are the challenges faced by retailers in India?
14. What are the marketing benefits of IT application in retailing?
15. "Retailing is an amalgamation of goods and service" – Explain.
16. What are the factors essential for building store loyalty among customers?
17. State the reasons for consumers buying through the internet.
18. Write a note on "Customer service and its practices".

**SECTION – C**

**ANSWER ANY TWO QUESTIONS**

**(2x20=40)**

19. "Recent developments in retail marketing have been associated with building customers loyalty"- Explain.
20. Explain the factors that a retailer needs to take into account while choosing a location for a retail store.
21. Discuss various pricing strategies and explain any one of them in detail.

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