

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



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

**SIXTH SEMESTER – APRIL 2023**

**CO 6612 – RETAIL MARKETING**

Date: 05-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**Answer ALL the Questions:**

**(10 x 2 =20 marks)**

1. Define “Retail marketing”.
2. Write short notes on departmental stores.
3. What is store design?
4. State any four popular retail business outlets in Chennai
5. Define “Merchandise Management”.
6. What is meant by consumer behaviour?
7. What is e-tailing?
8. Mention any two global challenges in retailing.
9. What is cross selling?
10. Mention any two benefits of online retailing

**Section – B**

**(4 x 10 =40 marks)**

**Answer any FOUR questions**

11. Critically examine the evolution of retailing.
12. What are the success factors in retailing? Explain.
13. Do you believe that customer service in retailing is improving or declining? Why?
14. Elucidate the different types of store layout.
15. Discuss the characteristics of space management in detail.
16. Enumerate the merits of retailing information system.
17. State the factors that influence retailer’s choice of location

**Section – C**

**(2 x 20 =40 marks)**

**Answer any TWO questions**

18. Discuss the challenges faced by retailing sector in India.
19. Explain the functions of retailing in detail.
20. Explain the various types of retailers.
21. Describe the various key areas in merchandise management.

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