



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2025

UBU 5602 – RETAIL MARKETING



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definition

- a) Green Retailing
- b) Segmentation
- c) Personal Selling
- d) E-tailing
- e) Store Space Management

2. MCQ

- a) Retailer is a person who sells the goods in a _____.
A. Large quantities
B. Small Quantities
C. Both A & B
D. None of these.
- b) The credit which can be paid at the end of week by the customer is called _____.
A. Formal credits
B. Informal credit
C. Remaining amount
D. Liability
- c) Stores which carry out very limited product lines with deep assortment are _____.
A. Speciality store
B. Department store
C. Super market
D. Convenient store
- d) A large retail outlet that handles a wide variety of lines of product with wide assortment in each line is a _____.
A. Department store
B. Super market
C. Convenient store
D. Discount store
- e) E-tailing does away with brick and _____.
A. Motor retailing
B. Drives retailing
C. High space retailing
D. All of the above

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- a) Retailing - Highlighting the products
- b) Segmentation - A market sells goods to the customer
- c) Skimming pricing - Target market into small groups

d)	Customer service	- Setting a highest price for a new product
e)	Visual Merchandising	- Assisting customer before and after the buy of product
4.	True or False	
a)	Making goods or performing services is called marketing.	
b)	Targeting in marketing is the process of combining small, diverse groups into large, homogenous markets.	
c)	Doubling the wholesale cost paid for a product is called multiple pricing	
d)	Ultra metricises are interactive online ads that require the user to respond intimately in order to wade through the message before reaching the intended content.	
e)	Determining the space for each product or category is Space allocation.	
SECTION B - K3 (CO2)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
5.	Explain the Role of IT in Retailing.	
6.	Interpret the Levels of Retail Location.	
7.	Prepare the selection of Promotion Mix.	
8.	Explain the scope of E-Tailing in India.	
SECTION C – K4 (CO3)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
9.	Evaluate the retail product in detail.	
10.	Analyse the merchandise handling in retail segments.	
11.	Classify the roles of retail store Manager.	
12.	Correlate the consumer Behaviour in online retail in India.	
SECTION D – K5 (CO4)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
13.	Evaluate the online retail industry in retail marketing.	
14.	Summarize the legal consideration of site selection analysis.	
SECTION E – K6 (CO5)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
15.	Visual Merchandising in Retail Marketing plays a vital role – Justify.	
16.	Summarize the physical Material in store Designing.	

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$