



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2024

UBU 5602 – RETAIL MARKETING



Date: 21-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definition

- a) Retailing
- b) Product Assortment
- c) Advertising
- d) Customer Service
- e) Customer Decision Making

2. MCQ

- a) The word Retail is derived from the _____ word.
A. Latin.
B. French.
C. English.
D. German.
- b) In retailing there is a direct interaction with _____.
A. Producer.
B. Customer.
C. Wholesaler.
D. All of these.
- c) Store security relates to _____.
A. Personal security.
B. Merchandise security.
C. Both A & B
D. None of these.
- d) E-tailing refers to _____.
A. Sale of electronic items in a store.
B. Catalogue shopping.
C. Music store.
D. Retailing shopping using the inter.
- e) Atmosphere in retailing refers to _____.
A. The weather outside a store
B. The ambience, music, colour scent in a store.
C. Assortment of products in the store.
D. Display of items in a store.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- a) Retailing - Getting goods with and without brand
- b) Malls - Designed to increase sales, encourage customer loyalty
- c) Market-penetration pricing - Assigning desk for the departments

d)	Sales Promotion	- Setting a low price for a new product
e)	Space Allocation	- A market sells goods to the customer
4.	True or False	
a)	Marketing means selling or advertising.	
b)	The quality of display influences consumer purchase decision.	
c)	Selling a product or service at two or more prices, where the difference in prices is not based on differences in costs is called as Segmented pricing.	
d)	The retail chain observe how the product will appeal to the customer in the showroom the appearance, the aesthetic, the merchandising & the packaging	
e)	'Colour blocking' is a tool used by retailers.	
SECTION B - K3 (CO2)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
5.	Explain Retail Life Cycle with examples.	
6.	Interpret the Site Selection Analysis	
7.	Prepare the tools of Sales Promotion.	
8.	Explain the strategic Retail Planning Process.	
SECTION C – K4 (CO3)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
9.	Evaluate Retail Market Segmentation in detail.	
10.	Analyse the factors influencing Retail pricing.	
11.	Classify the different types of stores layout.	
12.	Correlate the various process of consumer Decision Making.	
SECTION D – K5 (CO4)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
13.	Evaluate the types of Retail location with examples.	
14.	Summarize on various Retail Pricing strategies.	
SECTION E – K6 (CO5)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
15.	Elaborate the Visual Merchandising in Retail Marketing.	
16.	Summarize the Atmospherics in Internet Retailing.	

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