

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2010

CO 6603 - RETAIL MARKETING

Date & Time: 22/04/2010 / 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions

(10 x 2 = 20 marks)

1. What is franchising?
2. State the merits of direct selling.
3. What is brand loyalty?
4. What is a catalogue showroom?
5. Write a note on retail store design.
6. List out the main types of own brands?
7. State the meaning of brand awareness.
8. What is kiosk marketing?
9. What makes Gaps between production and consumption?
10. Who is a middleman?

PART – B

Answer any **FIVE** questions

(5 x 8 = 40 marks)

11. Explain the factors which illustrate the growing importance of the retail sector in emerging economies.
12. Explain briefly the various types of retailers.
13. State the factors to be considered in site selection.
14. What are the advantages available from a retailer's own-brand?
15. What are the prerequisites for the success of mail order business?
16. Comment on recent retail market strategies you observe in Chennai.
17. Explain the factors that affect retail pricing.
18. Discuss the various functions of retailers.

PART – C

Answer any **TWO** questions

(2 x 20 = 40 marks)

19. What are the problems of organized retailing in India?
20. Comment on some important trends in modern retailing.
21. Comment on the influence processes undergone by a potential customer before he/she makes a purchase from a superstore.

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