

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



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

**SIXTH SEMESTER – APRIL 2016**

**CO 6603 – RETAIL MARKETING**

Date: 23-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART –A**

**ANSWER ALL THE QUESTIONS**

**(10x2=20 marks)**

1. Explain non-store retailing.
2. Define a retail product.
3. List a few channels of retailing.
4. What is meant by electronic retailing?
5. State the factors that contribute to the success of a retail outlet location.
6. Define a value added service.
7. What is meant by skimming pricing?
8. Explain any two importance of visual merchandising.
9. How do customers evaluate retail service?
10. Differentiate a consumer from a customer.

**PART –B**

**ANSWER ANY FOUR QUESTIONS**

**(4x10=40 marks)**

11. Discuss the various types of retailers with appropriate examples.
12. Give a brief sketch of the evolution of retailing industry in India.
13. Critically examine the pros and cons of a location strategy to be adopted for a departmental store.
14. Explain the important elements of exterior design of store atmosphere.
15. Explain the different factors affecting retail pricing.
16. “Build customer loyalty through adopting Multichannel Retailing” – Discuss.
17. Discuss the various application of IT in Retailing.

**PART - C**

**ANSWER ANY TWO QUESTIONS**

**(2x20=40 marks)**

18. Discuss the various pricing strategies.
19. Describe the “GAPS MODEL” to improve the quality of retail service quality.
20. Explain the types of location sites in Retailing.
21. Discuss the different types of consumers and their shopping trends in the Indian Retail Market.

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