LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION -COMMERCE

SIXTH SEMESTER - APRIL 2018

CO 6612- RETAIL MARKETING

Date: 19-04-2018 Time: 09:00-12:00

PART- A

Answer ALL Questions: Explain the following:

- 1. Retailing.
- 2. Customer Loyalty.
- 3. Relationship Marketing.
- 4. Retail Life Cycle.
- 5. International Retailing.
- 6. Brand Positioning.
- 7. Service Recovery.
- 8. Branding.
- 9. Benchmarking.
- 10. Service Quality.

PART- B

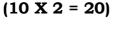
Answer any FOUR Questions:

- 11. Explain the Constituents of Retailing.
- 12. Explain the factors which illustrate the growing importance of Retail Sector.
- 13. "Retail industry in India is highly unorganized" Elucidate this statement.
- 14. What are the functions and characteristics of Retailing? Explain.
- 15. Briefly explain the advantages of Brand Extension.
- 16. Explain the Service Quality delivery (Gap) Model.
- 17. State the need for the implementation of Service Management in Retailing.

PART- C

Answer any TWO Questions:

- 18. "Recent developments in retail marketing have been associated with building Customer Loyalty"- Explain.
- 19. Discuss how Retailers are classified according to Philip Kotler with suitable examples.
- 20. Discuss the reasons for consumerism in India.
- 21. Describe the various Retail Pricing Policies with suitable illustration.



 $(4 \times 10 = 40)$

 $(2X \ 20 = 40)$

Max.: 100 Marks

Dept. No.