

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-16 and thereafter)
SUBJECT CODE: 15CM/ME/RM55
B.COM DEGREE EXAMINATION SEPTEMBER 2020
SIXTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : RETAIL MARKETING
TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. Define Retail marketing
2. List out any four types of Logistics.
3. Is retailing in India organised or unorganised?
4. Define Branding.
5. Write a short note on publicity.
6. Give the retail promotional mix.
7. Who is a merchandiser?

SECTION – B

Answer any two questions:

(2 x 8 = 16)

8. Describe the factors affecting price sensitivity.
9. What are the elements of retail logistics system?
10. Define Category Management. Explain its Process.

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. Discuss the Theories of Retailing.
12. What is Supply Chain Management? Explain its objectives and functions in detail
