

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

(For candidates admitted during the academic year 2016-17)

COURSE CODE: 16CM/ME/RG55

B.B.A DEGREE EXAMINATION APRIL 2021

BUSINESS ADMINISTRATION

SIXTH SEMESTER

COURSE: MAJOR ELECTIVE

PAPER : RETAIL MARKETING

TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. What is Push and Pull Model?
2. Define Private Label?
3. Explain Corporate Social Responsibility in Retail.
4. What do you mean by Even Pricing?
5. List out types of Logistics.
6. What is the significance of Corporate Branding?
7. Give the four types of Branding Strategy.

Section – B

Answer any two questions:

(2 x 8 = 16)

8. Who is a Merchandiser? Explain the Skills and Responsibilities.
9. Describe the Role of Branding in Retail Sector.
10. Enumerate the types of Store layout in detail.

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. Discuss the Theories of retailing in detail.
12. What is Loyalty in Retail? Explain its types and hierarchy
