

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

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

**COURSE CODE: 15CM/ME/RM55**

**B.COM DEGREE EXAMINATION APRIL 2021**

**SIXTH SEMESTER**

**COURSE: MAJOR ELECTIVE**

**PAPER : RETAIL MARKETING**

**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**SECTION – A**

**Answer all questions:**

**(7 x 2 = 14)**

1. Explain Retail Concepts?
2. Who is a Merchandiser?
3. Define Branding.
4. What do you mean by Push and Pull Model?
5. List out types of Logistics.
6. What is the significance of Corporate Branding?
7. Define Brand Loyalty and its types.

**Section – B**

**Answer any two questions:**

**(2 x 8 = 16)**

8. Define Category Management. Explain its Process.
9. What are the factors influencing the Pricing?
10. Explain 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 Supply Chain Management? Explain its objectives and functions in detail

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