

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

(For candidates admitted during the academic year 2019-20 and thereafter)

COURSE CODE: 19BA/MC/RM34

B.B.A DEGREE EXAMINATION DECEMBER 2020

BUSINESS ADMINISTRATION

THIRD SEMESTER

COURSE: MAJOR CORE

PAPER : RETAIL MARKETING

TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. What are Retail Concepts?
2. State the steps required for the choice of the right Retail Location.
3. Define Planogram.
4. Who is a Merchandiser?
5. Define Branding.
6. List out any 2 roles of Rural Retailing in India.
7. What do you mean by Odd Pricing?

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.

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. Discuss the Theories of retailing in detail.
12. Define E-Tailing. What are the factors affecting E-tailing? Explain its relevance to a Retail Store.
