

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE: CM/MC/RM64

B.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR CORE
PAPER : RETAIL MARKETING
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION-A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Explain the term retailing.
2. Who is a retailer?
3. Differentiate between a consumer and a customer.
4. What is meant by customer loyalty?
5. Write a note on positioning.
6. What is merchandise management?
7. Differentiate between market skimming and market penetration pricing.
8. What is corporate social responsibility?
9. Write a note on chain retailer.
10. What are hyper markets?

SECTION-B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the importance of retailing.
12. Write on the functions or services provided by a retailer.
13. Explain the challenges faced by retail establishments.
14. "Creating customer loyalty is the basic function of retail trade". Explain.
15. Differentiate between large and small retailers.
16. Bring out the functions of merchandisers.
17. Explain the various factors affecting retail pricing.

SECTION-C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Explain briefly the various types of retail stores.
19. "The external environment must be continuously monitored and its effects incorporated into retailers marketing plans"- Discuss.
20. "Recent developments in retail marketing have been associated with building customer relationship". Comment.
21. Describe the various promotional strategies adopted by retailers.

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