

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-2020 and thereafter)

COURSE CODE: 19CM/PC/RM44

M.COM DEGREE EXAMINATION- APRIL 2022
COMMERCE
FOURTH SEMESTER

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

Section A

Answer any six questions: (6 X 10 = 60)

1. Define retailing and briefly discuss the significance of retailing in India.
2. Explain the different types of retailers with examples.
3. Discuss the tools involved in retail market research.
4. Describe the types of merchandise procurement.
5. Explain the steps involved in choosing the retail location.
6. Discuss the importance of servicing in retailing.
7. Write brief notes on a) Sales promotion and b) Personal selling.
8. What are the merits and demerits of E-tailing?

Section B

Answer any two questions: (2 X 20 = 40)

9. Discuss in detail the retail management decision process.
10. Explain the steps involved in designing retail strategy.
11. Describe in detail the retail merchandise management process.
12. Explain the STP approach to the retail marketing mix.
