

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 2023
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. Distinguish between Product Retailing and Service Retailing.
2. Compare Indian Retailing process with Developed Countries Retailing process.
3. How do customers make decision while purchasing durable goods?
4. Explain the various factors to be considered in choosing the retail location for Hotels.
5. Enumerate the activities to be followed by Merchandisers in Retailing.
6. What are the strategies to be followed to attract new customers to the shop?
7. What is Retail Marketing Mix? Explain the important P's of retail marketing Mix.
8. Discuss the factors influencing online consumer behaviour.

Section B

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

9. Explain the Retail Management Process.
10. Enumerate the steps involved in designing Retailing Strategies.
11. Discuss the Retail selling techniques and Retail Selling Process for Elite customers.
12. Explain the various strategies to be followed for growth of E-tailing in India.
