

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

M.COM. DEGREE EXAMINATION- APRIL 2024
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR CORE
COURSE TITLE : RETAIL MARKETING
SUBJECT CODE : 19CM/PC/RM44
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A

Answer any six questions:

(6 x 10 = 60)

1. Define Retailing and narrate the economic significance of retailing.
2. Enumerate the factors that influence the retail shopper.
3. Narrate the importance of exterior and interior store design.
4. Distinguish between sales promotion and personal selling.
5. Elaborate the advantages of E-tailing.
6. Describe the importance of service and CRM in retail.
7. Explain the different types of retail locations.
8. Distinguish between product retailing Vs service retailing.

SECTION B

Answer any two questions:

(2 x 20 = 40)

9. Elaborate on the different types of retailers.
10. Enumerate the steps involved in choosing a retail location.
11. Explain the process of customer decision making in retail marketing.
12. Describe the factors influencing the growth of E-tailing.
