

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted from the academic year 2023 – 2024 and thereafter)**

**M.COM DEGREE EXAMINATION, APRIL 2026**  
**COMMERCE DEPARTMENT**  
**FOURTH SEMESTER**

**COURSE : CORE**  
**PAPER : RETAIL MARKETING**  
**SUBJECT CODE : 23CM/PC/RM44**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all questions</b>	<b>(4 x 5 = 20)</b>	<b>CO</b>	<b>KL</b>
1	Define retailing and explain its economic significance.		1	K1
2	Explain the factors influencing retail shopper behavior.		2	K2
3	State the importance of store layout in retailing.		1	K1
4	Write a note on the impact of technology on modern retail marketing decisions.		2	K2
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer the following questions</b>	<b>(4 x 10 = 40)</b>	<b>CO</b>	<b>KL</b>
5	A) Discuss the steps involved in designing a retail strategy. (OR) B) Illustrate the role of market research in retail decision making		3	K3
6	A) Analyze the factors influencing retail location decisions. (OR) B) Describe the retail management decision process.		3	K3
7	A) Discuss the process of retail merchandising management. (OR) B) Analyze the activities and role of a retail merchandiser.		4	K4
8	A) Explain the STP approach in retail marketing. (OR) B) Analyze the retail communication mix.		4	K4
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer any two questions</b>	<b>(2 x 20 = 40)</b>	<b>CO</b>	<b>KL</b>
9	Explain in detail the types of retails.		5	K5
10	Evaluate the role of CRM in retailing and its impact on customer satisfaction.		5	K5
11	Critically examine the growth of e-tailing with reference to advantages, disadvantages and future prospects.		5	K5

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