

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 2013
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. Define “Retailing”.
2. What is meant by Defensive Retreat?
3. Write a short note on Store Layout.
4. What is Push and Pull strategy?
5. What do you understand by Retail Logistics?
6. What is Merchandise?
7. What is meant by Bid Rent Theory?
8. What is Brand Positioning?
9. What do you understand by Green Consumerism?
10. Write a short note on Hard Core Loyals.

SECTION-B

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

11. Explain the various Cyclical Theories of Institutional Retail Change.
12. Briefly explain Promotion. Explain with examples the promotion tools used.
13. Distinguish between Discount Store and Departmental Store.
14. Explain the different location factors influencing the retailers.
15. Explain briefly the necessary attributes of a successful brand.
16. Explain the retailer’s different strategic approaches towards CSR.
17. Think of a retail outlet you frequently visit. Briefly analyze the various quality attributes drawn from your purchase experience.

SECTION-C

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

18. Discuss in detail the various approaches to pricing of the retail product.
19. Explain elaborately the different methods used for Planning and Calculating Inventory Levels.
20. What is brand extension? Describe the types of Brand Extension with suitable examples.
21. Critically examine the various functions and components of Retail Logistics.

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