

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2008-2009)**

**SUBJECT CODE: CM/MC/RM64**

**B.Com. DEGREE EXAMINATION APRIL 2011**  
**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 retail marketing.
2. State the features of a retail park.
3. What are the objectives of retail promotion?
4. How to arrive at customer derived value?
5. What is a premium offer? Give an example.
6. When will the customer become more loyal?
7. What is retail logistic?
8. Give any two reasons for the growing importance of retailing.
9. What is merchandise management?
10. Write a short note on corporate branding.

**SECTION-B**

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

11. Describe the essential elements of retail logistics.
12. Explain the mark down policy in retailing.
13. Retailing as a service product is gaining more prominence. Explain.
14. What are the unique characteristics of retail services?
15. State the characteristics of quality.
16. Explain the Central place theory of retail location.
17. The advent of retailing boom necessitates different formats. Identify any two of them.

**SECTION-C**

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

18. Explain the role of a merchandiser. Elaborate on the process of category management.
19. Discuss Retail pricing as an important concept.
20. Explain the theories of retailing.
21. Discuss the corporate social responsibility in retailing?

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