

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2004 - 05 & thereafter)

SUBJECT CODE : CM/SC/RM34

**B.Com. DEGREE EXAMINATION NOVEMBER 2007**  
COMMERCE  
THIRD SEMESTER

COURSE : **SPECIALISATION – CORE**  
PAPER : **RETAIL MARKETING**  
TIME : **3 HOURS**

**MAX. MARKS : 100**

**SECTION - A**

ANSWER ALL QUESTIONS:

( 10 x 3 = 30 )

1. What is merchandise management?
2. State the features of a retail park.
3. Why site planning is essential?
4. Give the formula for customer derived value.
5. What is a premium offer? Give an example.
6. Identify the steps in relationship marketing ladder?
7. How do you grade a store?
8. What is corporate branding? Give an example.
9. What are the objectives of retail promotion?
10. Write a short note on SMART objectives.

**SECTION - B**

ANSWER ANY FIVE QUESTIONS:

( 5 x 6 = 30 )

11. Retailing as a service product is gaining more prominence. Explain.
12. Discuss the importance of mark down policy in retailing.
13. Discuss Retail pricing as an important concept.
14. What are the unique characteristics of retail services?
15. What are the essentials of good branding?

16. Explain the Bid rent, and 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. Discuss the corporate social responsibility in retailing?
19. Explain the role of a merchandiser.
20. Elucidate the dynamic nature of retail change by means of three theories.
21. Describe the essential elements of retail logistics.

