

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 2008
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. Define Retailing.
2. What is known as the wheel of retailing?
3. What is ready to go retail sector?
4. What is a chain store?
5. What is supply chain management?
6. What is AIO?
7. What is Electronic Retailing?
8. What is store loyalty?
9. What is demand oriented pricing?
10. What is shopping malls?

SECTION – B

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

11. What are the utilities of retailing?
12. Highlight the demographics of Indian shoppers?
13. What are departmental stores, speciality stores and convenience stores? What are hype markets?

14. Explain cost oriented pricing and competition oriented pricing.

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15. What is retail promotion? What promotional tools would you use to influence the public to visit your store?

16. What are the various skills and profile of a merchandiser?

17. Explain the dimensions of corporate social responsibility and show how it is related to retailing business.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What are the major consumer and business influences while deciding to locate a store?

19. Explain the various theories of retailing.

20. Service product concept is an essential pre requisite for successful retail marketing. Explain.

21. What is corporate branding? How do retailers and consumers benefit from corporate branding?

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