

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012)
SUBJECT CODE: 11CM/MC/RM64

B.Com. DEGREE EXAMINATION APRIL 2014
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. What is multi-channel retailing?
2. What is a hypermarket?
3. Define “Franchising”.
4. What is Corporate Branding?
5. Define “Category Captain”.
6. What is brand equity?
7. What is exclusive distribution?
8. Explain the term “spatial distribution”.
9. What is retail store positioning?
10. List any three skills of a merchandiser.

SECTION-B

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

11. Explain the planning process in merchandise management.
12. Elucidate the theories in retailing briefly.
13. Briefly discuss the ethical issues in E-Commerce on the basis of online retailing.
14. Explain the different retail promotional tools.
15. What are the considerations to be made while setting retail price?
16. Explain the various functions of retail logistics.
17. Write a note on the various customer loyalty programmes initiated in the retail sector.

SECTION-C

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

18. Explain in detail the different types of store layouts and sketch them.
19. Analyse the emerging issues and trends related to retail marketing in the new millennium.
20. Explain elaborately the retail pricing techniques and strategies.
21. Discuss the growing significance of corporate social responsibility in retailing.

