

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

B.Com. DEGREE EXAMINATION APRIL 2015
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. Mention the scope of retailing.
2. Define retailing.
3. What is retail service quality?
4. Mention any five retail store brands.
5. What is space management?
6. What is meant by Corporate Social responsibility?
7. List out the key elements of retail logistics.
8. What is unorganized retail format?
9. What are brand positioning errors?
10. What is customer loyalty?

SECTION-B

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

11. Mention the importance of retail management.
12. Explain the Challenges and opportunities of retailing.
13. Describe the retail pricing decisions.
14. Briefly describe the space management.
15. State the objective of retail logistics.
16. Explain retailing as a product.
17. Write a note on corporate branding.

SECTION-C

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

18. Explain the functions of retailing.
19. Discuss the scope of promotion in retail marketing. Explain the promotion tools used.
20. Explain in detail about assortment and category management in merchandise planning.
21. Discuss the relevance of various components of logistics in retail management.

