

**B.Com. DEGREE EXAMINATION APRIL 2016**  
**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 Retail Marketing?
2. Who is a Merchandiser?
3. Define the term Product.
4. What is pricing?
5. What is Speciality Store?
6. Define the term supermarket.
7. Define the term logistics.
8. Define the term Total Quality Management.
9. What is spatial distribution?
10. Define the term Social Responsibility.

**SECTION-B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 x 6 = 30)**

11. Explain the importance of retailing.
12. What are the SMART objectives?
13. What are the advantages of brand building to Retailers?
14. Explain the concept of social responsibility of business.
15. Highlight the functions of retail logistics system.
16. What are the various types of consumer loyalty?
17. What are the objectives of Retail promotion?

**SECTION-C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Classify the various kinds of sales promotion.
19. What are the functions performed by the Retailers?
20. What are the advantages of own brand? Discuss the loyalty and positioning of Corporate Branding.
21. Explain the various theories of Retailing.

