

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 2017
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. Define "Retail Marketing".
2. Give notes on Retail Life Cycle.
3. Write short notes on soft core loyals.
4. What is POP?
5. What do you understand by Functional Quality?
6. Define " Merchandise Management".
7. What is meant by EDLP?
8. What is Institutional Advertising?
9. Mention any three sustainability issues in retailing.
10. Write a short note on spatial distribution.

SECTION-B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. Discuss the growing importance of Retailing in India.
12. Describe the various product combinations for a successful retailing operation.
13. What is meant by Reverse Logistics? What are its advantages?
14. What criteria should a small retailer use in selecting a general store location?
15. Briefly analyze the advantages of brand extension.
16. Explain the role of CSR in retailing.
17. Discuss the various types of sales promotion tools used in retail promotions.

SECTION-C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Critically classify and examine the theories of retail institutional change.
19. Explain elaborately the different methods used for Planning and Calculating Inventory Levels.
20. What are the different types of pricing approaches adopted by the retailers? Comment on their advantages and limitations.
21. Discuss the characteristics of quality in detail.

▲▲▲▲▲▲▲▲▲▲▲▲▲▲▲▲