



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.COM., B.Sc. & B.C.A DEGREE EXAMINATION – ECO., CORP. SEC., VISCOM. & COM. APPLI.

FOURTH SEMESTER – APRIL 2016

CO 4210 - RETAIL MARKETING

Date: 27-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

ANSWER ALL THE QUESTIONS

(10X2=20 Marks)

1. Define Consumerism.
2. Name few new entrants in retail marketing business in India.
3. Who will use MSRP?
4. State the distinguishable features of Warehouse clubs.
5. Expand SKU and explain its concept.
6. What is called Assortment in Retailing?
7. Mention the specialty of MXDs in Retail location.
8. What are the typical products/ Services offered through Vending machine?
9. Explain Category Killer.
10. Define Logistics.

PART- B

ANSWER ANY FOUR QUESTIONS

(4X10=40 Marks)

11. Narrate briefly the rise of retailing.
12. How do you manage your brand as a retailer?
13. Differentiate between services and merchandise retailers.
14. Discuss the uses of atmospherics in Retail outlet.
15. How does Vendor Managed Inventory help retailers?
16. Explain the role of retailing in economic development in India.
17. What are the things considered in setting retail prices?
18. Discuss the pricing techniques for increasing Sales.

PART -C

ANSWER ANY TWO QUESTIONS

(2X20=40 Marks)

19. Problems and prospects of FDI in Retail in India.
20. Give a brief explanation about different types of Retailers by highlighting the opportunities and challenges.
21. Explain the process of Customer Relationship Management in Retailing.
22. How can GAPS Model improve retail service quality?
