

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2016**

**CO 6612 – RETAIL MARKETING**

Date: 18-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

**Answer ALL questions. All questions carry equal marks.**

**(10 x 2 = 20 Marks)**

1. What do you mean by 'Consumerism'?
1. What do you understand by 'Data Base Marketing'?
2. What is meant by Automatic Vending Machine?
3. Define 'Brand Name'.
4. Who are virtual retailers?
5. What is meant by Functional Quality of Service?
6. What do you understand by the term 'Strategy'?
7. What is a 'Solitary Site'?
8. What do you mean by 'Brand Positioning'?
9. What is meant by 'Direct Channel of Distribution'?

**PART – B**

**Answer any FOUR questions. All questions carry equal marks.**

**(4 x 10 = 40 Marks)**

10. What are the functions of a Retailer?
11. What are the ways in which the consumers are exploited?
12. What are the advantages and disadvantages of Brand Extension?
13. What are the objectives of CRM?
14. What are the characteristics of Service Quality?
15. What is 'E-Commerce'? State the different kinds of retailers involved in E-Commerce.
16. Explain the various factors influencing the pricing decision of the retailers?

**PART – C**

**Answer any TWO questions. All questions carry equal marks.**

**(2 x 20 = 40 Marks)**

17. What are the advantages and disadvantages of using Information Technology in the Retail Business?
18. Explain the various types of Store and Non-Store Retailers.
19. What are the advantages and disadvantages of Franchising?
20. a) What are the environmental & behavioural aspects of developing a marketing channel strategy?  
b) When is positioning or repositioning of brand management necessary?

**\$\$\$\$\$\$**