

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



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

**SIXTH SEMESTER – APRIL 2018**

**CO 6612– RETAIL MARKETING**

Date: 19-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer ALL Questions: Explain the following:**

**(10 X 2 = 20)**

1. Retailing.
2. Customer Loyalty.
3. Relationship Marketing.
4. Retail Life Cycle.
5. International Retailing.
6. Brand Positioning.
7. Service Recovery.
8. Branding.
9. Benchmarking.
10. Service Quality.

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Explain the Constituents of Retailing.
12. Explain the factors which illustrate the growing importance of Retail Sector.
13. “Retail industry in India is highly unorganized” Elucidate this statement.
14. What are the functions and characteristics of Retailing? Explain.
15. Briefly explain the advantages of Brand Extension.
16. Explain the Service Quality delivery (Gap) Model.
17. State the need for the implementation of Service Management in Retailing.

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. “Recent developments in retail marketing have been associated with building Customer Loyalty”- Explain.
19. Discuss how Retailers are classified according to Philip Kotler with suitable examples.
20. Discuss the reasons for consumerism in India.
21. Describe the various Retail Pricing Policies with suitable illustration.

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