



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**  
**B.Com. DEGREE EXAMINATION – COMMERCE**  
**SIXTH SEMESTER – NOVEMBER 2011**  
**CO 6603 – RETAIL MARKETING**

Date : 09-11-2011  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

Section A

Answer all questions in about 3 lines each:

10\*2=20

1. Who is a retailer?
2. Give a brief description of a speciality store.
3. Who is a category killer?
4. What is a diversification opportunity?
5. What is a Strip Center?
6. What is an MXD?
7. What is "Organization culture" in a retail context?
8. What is Category management?
9. What is Leader Pricing?
10. What is a race-track layout?

Section B

Answer any FIVE in about 2 page each:

5\*8=40

11. What are the functions of a modern retailer?
12. Explain the modern trends in the retail industry.
13. What are the benefits offered by the electronic retailer.
14. Write a note on Shopping marks.
15. How would you build employee commitment in retailing?
16. What are the advantage of high inventory turnover?
17. What are the objectives of a good store design?
18. Explain the 7 issues to be considered when designing the visual communication strategy.

Section C

Answer any TWO in about 4 pages each:

2\*20=40

19. Write a note on the different types of food retailers.
20. How would you build a sustainable competitive advantage in retailing?
21. Explain the factors which effect the demand for a region or trade area.