



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6612 – RETAIL MARKETING

Date: 16-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

(10 x 2 = 20)

ANSWER ALL QUESTIONS.

1. What is retail marketing?
2. Define Consumerism.
3. What are the merits of Direct selling?
4. What is Franchising?
5. What is meant by CRM?
6. What is B2B Market?
7. Define brand and brand loyalty.
8. List out the types of Benchmarking.
9. Mention a few dimensions of service quality.
10. State the objectives of 'brand positioning strategy'.

SECTION – B

(4 x 10 = 40)

ANSWER ANY FOUR QUESTIONS

11. Explain the functions of a retailer.
12. Elaborate the reasons for the evolution of consumerism.
13. Mention the advantages and dis-advantages of Franchising.
14. Narrate the advantages of the own Brand.
15. How does CRM Benefit the Retailer? Explain briefly.
16. Explain the importance of control of service quality in Retail Marketing environment.
17. Discuss the various factors that influence pricing while establishing a marketing Channel System.

SECTION – C

(2 x 20 = 40)

ANSWER ANY TWO QUESTIONS

18. Elaborate on the various classifications of retailers by Philip Kotler. Describe each of them.
19. "The Retail industry in India is highly unorganised". Elucidate this statement.
20. Discuss the various challenges to retail development in India. What are the strategies need to be adopted by retailers to ensure success?
21. Describe the importance of store design keeping an illustration in mind. Point out the various elements of store Design in your answer.
