

Total No. of Pages:

1

Register Number:

7315

Name of the Candidate:

DIPLOMA EXAMINATION, 2010

(RETAIL MANAGEMENT)

(PAPER-II)

120. RETAIL MARKETING

Dec]

[Time : 3 Hours

Maximum : 80 Marks

Answer any FIVE questions

(5×16=80)

1. What do you mean by retailer? What are its advantages and disadvantages?
2. Explain the characteristics of a good retailer.
3. Discuss about buzzword relationship marketing.
4. Explain the basic principles of good retailing.
5. Discuss the elements of retail marketing mix.
6. How can a retail strategy be developed? Explain.
7. Explain in detail the establishment of retail image.
8. Discuss in detail the research impulsive consumer behaviour.
9. Discuss the impact of the legal environmental facts on retailing business.
10. Write short notes on
 - a) Consumer behaviour
 - b) Patronage builders
 - c) Retail consistency
