



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

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SIXTH SEMESTER JUNE 2015

CO 6612 - RETAIL MARKETING

Date : 03/07/2015

Dept. No.

Max. : 100 Marks

Time : 10:00-01:00

PART – A

Answer ALL the Questions:

(10x2=20)

1. What do you understand by Retail Management?
2. Mention any Four examples of Retailers.
3. What is 'vehicle routing'?
4. Write notes on conflict theory of Retail Management.
5. State the meaning of Franchising.
6. What is Retail strategy?
7. What is merchandising?
8. List out the different classification of customer segments.
9. How does CRM Benefit the retailer?
10. Write a note on Brand positioning.

PART – B

Answer any FOUR questions:

(4x10=40)

11. Elaborate the functions performed by a Retailer.
12. Enumerate the evolution of retail in India.
13. Explain the following terms:
 1. Cash and Carry
 2. Automated vending / kiosks
14. "The CRM initiatives in Indian retailing are designed to help retailers meet the several business objectives. Comment
15. Explain the functions of Merchandising in retail trade.
16. Discuss the advantages and disadvantages of Franchising.
17. Explain the types and characteristics of Retail locations.

PART – C

Answer any TWO questions:

(2x20=40)

18. Discuss the various classification of retail formats in India.
19. Elaborate the various steps involved in choosing a retail location in India.
20. Describe the concept of retail life cycle and discuss its applicability in the Indian context.
21. Describe the role of the Brand management in Retail Business.

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