

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034****B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**FIFTH SEMESTER – **APRIL 2023****UBU 5602 – RETAIL MARKETING**

Date: 15-05-2023

Dept. No. 

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART – A**

<b>Q. No</b>	<b>Answer ALL questions</b>	<b>(2 x 10 = 20 Marks)</b>
1	Define “Green Retailing”.	
2	Differentiate Organized Vs Unorganized Retailing.	
3	State any two major activities carried out by retailers.	
4	Write a short note on Category Management.	
5	What is Space Management?	
6	What is an ‘Impulse Purchase’?	
7	What is Customer Service Experience?	
8	What is electronic retailing?	
9	Define “Store Loyalty”.	
10	What do you understand by store atmospherics?	

**PART – B****Answer any FOUR questions****(4 x 10 = 40 Marks)**

11	Discuss the role of Information Technology in the growth of retailing.
12	Discuss in detail about the importance of location and location strategy in retail marketing.
13	What are the key factors which contribute to success in electronic retailing?
14	Explain the retail pricing objectives with suitable example.
15	Elucidate the important types of stores layout used in retail outlet.
16	Describe the components of visual merchandising.
17	Discuss the role of atmospherics in retail strategy.

**PART – C****Answer any TWO questions****(2 x 20 = 40 Marks)**

18	Elucidate the modern retail formats in India.
19	Explain the factors influencing buying decision making and its process in detail.
20	Elaborate the various pricing strategies adopted in retailing with illustrations.
21	How would you build a sustainable competitive advantage in retailing?

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