

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2022

UBU 5602 – RETAIL MARKETING

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

- 1 Define Retailing.
- 2 What is Retail Unit?
- 3 Mention any 4 types of retail store locations.
- 4 What is site location analysis?
- 5 What are the 3 types of category management?
- 6 Define Personal Selling,
- 7 Write a short note on e-tailing.
- 8 What is store design and layout?
- 9 Define atmospherics and its importance in retail marketing mix?
- 10 What is Store Space Management?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Describe the classification of retail units.
- 12 Differentiate between organized and unorganized retailing.
- 13 Discuss the Retail Market Segmentation in India.
- 14 Explain the legal considerations in selecting the location for retail unit.
- 15 Elucidate the factors influencing the retail pricing.
- 16 Discuss the scope of e-tailing in India.
- 17 Explain the Consumer Behaviour in Online Retail in India with suitable example.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Elucidate the retail lifecycle with suitable example.
- 19 Illustrate the Retail Product Assortment Strategies in product mix.
- 20 Elaborate the various retail pricing strategies with example.
- 21 Describe the concept of Atmospherics in Internet Retailing.
