



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2013**

**CO 6603 - RETAIL MARKETING**

Date: 03/05/2013  
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART – A**

**ANSWER ALL THE QUESTIONS:**

**(10x2=20)**

1. What is retail marketing?
2. Write the merits of direct selling?
3. What is bench marking?
4. What is branding?
5. Explain data mining.
6. What is franchising?
7. What is a solitary site?
8. What is service recovery?
9. Explain data base marketing.
10. What is brand equity?

**PART - B**

**ANSWER ANY FIVE QUESTIONS:**

**(5x8=40)**

11. State the important characteristics of retailers.
12. What are the factors that influence pricing?
13. State the importance of retailing.
14. What are the issues to be considered in site selection?
15. State the competitive advantages of IT.
16. Explain the importance of quality control.
17. Discuss the various functions of a retailer.
18. Name the different pricing policies and explain in detail.

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

**(20x2=40)**

19. Discuss in detail about the key areas in merchandise management.
20. Explain the various types of retailers in detail.
21. Foresee the future trends in IT retailing.

\$\$\$\$\$\$