



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

**B.A., B.Sc., B.COM DEGREE EXAMINATION – ECONO., VISCOM, COM. APPLI., COR., SEC.**

**FOURTH SEMESTER – APRIL 2015**

**CO 4210 - RETAIL MARKETING**

Date : 25/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

**PART- A**

**ANSWER ALL THE QUESTIONS**

**(10X2=20)**

1. State any two roles of a distribution channel.
2. What is the difference between forward integration and backward Integration in retailing?
3. What is called assortment in Retailing?
4. Expand the term SKU.
5. What type of retailer are Sam's club and Costco?
6. Mention two ways to minimize reverse logistics issue.
7. Differentiate planned verses unplanned retail locations.
8. What are the attributes of MXDs?
9. Differentiate opt in and opt out agreements in Privacy policies.
10. Why do manufacturers suggest a retail price?

**PART- B**

**ANSWER ANY FOUR QUESTIONS**

**(4X10=40)**

11. Discuss the functions performed by a retailer.
12. What are the benefits of implementing supply chain management?
13. Discuss the differences between services and merchandise retailers.
14. Evaluate the options retailers have for dealing with returned merchandise.
15. Why do retailers want to determine the lifetime value of their customers?
16. How does merchandising optimization software help retailers make better markdown decisions?
17. What are the store layouts typically used in retail outlet?

**PART -C**

**ANSWER ANY TWO QUESTIONS**

**(2X20=40)**

18. Retail system acronyms include VMI, EDI and RFID. Describe their differences and explain their interrelationships.
19. Which of the following types of retailer do you think would benefit most from instituting CRM: (a) Supermarkets, (b) Banks, or (c) Automobile dealers? Why?
20. Enumerate various pricing strategies adopted in retailing.
21. Describe the GAPS model for improving the retail service quality.

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