

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



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

**SIXTH SEMESTER – APRIL 2019**

**CO 6612– RETAIL MARKETING**

Date: 03-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART- A**

**Answer ALL Questions:**

**(10 X 2 = 20)**

1. What is Retailing?
2. What do you mean by Brand Loyalty?
3. What is Brand Positioning?
4. What is Retail Promotion?
5. What do you understand by the term Bench marking?
6. Write a short note on Service Recovery.
7. Define Consumerism.
8. What is Branding?
9. Give a brief note on E-tailing.
10. What is Kiosk marketing?

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Explain the Features of Retailing.
12. Explain the factors which illustrate the growing importance of Retail Sector.
13. “Retail industry in India is highly unorganized”. Elucidate this statement.
14. Examine the functions and characteristics of Retailing.
15. Examine the risks of Brand Extension.
16. Discuss the essentials for successful implementation of service management.
17. Narrate the factors involved in service recovery strategies.

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. “Recent developments in retail marketing have been associated with building Customer Loyalty”- Explain.
19. Explain the service quality delivery model.
20. Discuss the reasons for consumerism in India.
21. Discuss the various Retail Pricing Policies with suitable illustration.

22.