Reg. No.													

S.No. 23SS010 **Sub. Code : 23362SA**

B.Com. (G) DEGREE EXAMINATION, APRIL 2024

(Autonomous)

Second Semester

BASICS OF RETAIL MARKETING

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

Each question carries 2 marks

1. Define retailing.
2. What is retail marketing?
3. Recall the term store retailing.
4. List out the types of retailing.
5. What is private labelling?
6. Define franchising.

7. Recall the term E-Tailing.

8. What is Sales promotion?

9. What is supply chain management?

10. Bring out any two role of information technology in retailing.

11. Define window display

12. What is non-store retailing?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks

13. Enumerate the growth of organized retailing in India.

14. Explain the characteristics of retailing.

15. What are the roles of franchisor in retail?

16. Explain the communication tools used in retailing.

17. Explain the role of information technology in retailing

18. What is retailing? Explain its various functions.

19. Enumerate the importance of supply chain management.

20. Why branding is important in retailing?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

Each question carries 10 marks

21. Elaborately explain the importance of retailing.

22. Explain the various types of retailing.

23. Discuss the various types of consumer sales promotions.

24. Enumerate the importance of information technology in retailing.

25. Explain the modern technology used in supply chain management.

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