



SDV – 16

M.Com. (Semester – II) Examination, April 2012  
CO201 : RETAIL MARKETING

Duration: 2 Hours

Max. Marks : 50

**Instructions :** All questions are **compulsory**.  
Each question carries 10 marks.

1. Answer the following : (5x2=10)
  - a) Explain the types of Graphics used in retail stores.
  - b) Explain Diversification used by retail stores as a growth strategy.
  - c) What are Periodic Markets ?
  - d) What is Psychological Pricing ?
  - e) What is E-tailing ?
2. a) What is Non-Store Retailing ? Highlight on the types of Non-store retailing. 10

OR

  - b) What are the main features which differentiate service retailing from merchandise retailing ?
3. a) What are the different types of retail locations ? 10

OR

  - b) Explain the factors a retailer should consider before selecting a final site for locating his store.
4. a) What are the different methods used for inventory valuation ? 10

OR

  - b) What are the types of advertising ? State each with relevant examples from the retailing industry.
5. a) Discuss the significance of publicity in the context of modern retailing. 10

OR

  - b) What are the factors responsible of growth of retail outlets in India ?