



SDV – 14

M.Com. (Semester – II) Examination, April/May 2013
CO201 : RETAIL MARKETING

Duration : 2 Hours

Max. Marks : 50

- Instructions :** 1) Q. No. 1 is **compulsory**.
2) Q. No. 2 to Q. No. 5 have **internal choice**.
3) **All questions carry 10 marks each**.

1. Write short notes on the following : (5×2=10)
a) Departmental stores
b) Buyer vendor relations
c) Assortment planning
d) Retail promotion mix
e) Interactive kiosk.
2. A) Explain the emerging trends of Indian retailing industry. 10
OR
B) Discuss retail positioning. What are the advantages of retail positioning ?
3. A) State and explain the various types of location available for retailers to locate their store. 10
OR
B) Discuss the various types of graphics and signages and explain their role as elements of store interiors.
4. A) Explain the various steps in the retail communication program. 10
OR
B) Discuss the criteria used by retailers in selecting the advertising media.
5. A) Highlight on how retailers can attain success in e-retailing. 10
OR
B) "Shopping arcades serves as anchor of shopping." Explain with suitable points.