



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

RETAIL MARKETING

COM/CME 3224

Maximum Marks: 75

Duration: 3hours

Answer any FIVE of the following

(5X15=75)

1. Define retail marketing. Explain the factors which illustrate the growing importance of retail sector.
2. State the various types of retailers and explain briefly every one of them.
3. Describe the concept of consumer behaviour. Briefly discuss the buying motives which lead a consumer to buy a product.
4. Elucidate location site and its forms of retail development.
5. Explain the kinds of store layout.
6. Explain in detail about the role of promotion and advertising in retail marketing.
7. What is mean by sales promotion? Explain consumer sales promotion.