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**6735**

Register Number:

Name of the Candidate:

**M.Com. DEGREE EXAMINATION, May 2015**

**(MARKETING)**

**(FIRST YEAR)**

**530: RETAIL MANAGEMENT**

**(Old Regulations)**

Time: Three hours

Maximum: 100 marks

**SECTION - A**

**Answer any FIVE questions**

**(5 × 8 = 40)**

1. Present the concept and importance of life style marketing.
2. Retailer can maximize customer satisfaction through design, How?
3. Give an account of customer complaints received by retailers.
4. Present the internet marketing communication methods.
5. How do retailer formulate customer service polices?
6. How can detailers adopt sensory marketing appeals?
7. Malls attract customers to window shop. Examine.
8. Present the role of motivation of sales personel.

**SECTION - B**

**Answer any THREE questions**

**(3 × 20 = 60)**

9. Explain the training programme suitable for sales personnel.
10. Give a classification of malls, lighting the shopping facilities offered by them.
11. Explain the process and importance of communication in retail marketing.
12. Explain the concepts of retailing and policies of retailing in dealing with environment.
13. Differentiate service retails from product retailers.

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