

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
RETAIL MARKETING: BA (H) – 641
BS – VIII

Date: January 9, 2011

Max Time: 2.5 Hrs

Instructions: Attempt any 4 questions

Max Marks: 40

- Q.2. A. Define Retail image.
B. How positioning is crucial to the customer image of the retail offering?
- Q.3. A. Explain briefly why a retailer must communicate with its customers
B. Discuss the retail promotional mix
- Q.4. Define shopper behavior. How retailers aim to maximize sales?
- Q.5. A. What is Relationship Marketing?
B. What is the importance of relationship marketing in the retail context?
- Q.6. Define Customer Loyalty. Explain the importance of creating and retaining customers
- Q.7. Write short notes on any TWO of the following:
a) SOR model b) Wheel of retailing c) In-store stimuli

Wish you best of luck