

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2018
(Fourth Semester)

Branch - **BUSINESS ADMINISTRATION**

RETAIL MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

• Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What do you mean by Consumer Shopping Behaviour?
- 2 Define Retailer.
- 3 What is Retail Location?
- 4 What is Visual Merchandising?
- 5 Define Retail Brand Management.
- 6 What is Retail Logistics?
- 7 What is Sale Promotion?
- 8 What are the objectives of Retail Promotion?
- 9 What is Retail Audit?
- 10 What is Traditional Retailing?

SECTION - B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the functions of Retailing.
OR
b Explain Consumer buying decision process.
- 12 a Discuss the evaluation method of choosing a location site.
OR
b Explain visual merchandising and displays.
- 13 a Explain the various types of brands.
OR
b Write a short note on various approaches of retail pricing.
- 14 a Explain the role of advertising in retail promotion.
OR
b Discuss about the recent trends of CRM.
- 15 a Write a short note on the concept of Internet Retailing.
OR
b Explain the impact of IT in Retailing.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss about the retail trends in India.
- 17 Explain the types of Retail formats in various aspects.
- 18 Discuss Merchandise Management.
- 19 Explain the importance of CRM in Retailing.
- 20 Discuss the customer database management.