

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2017
(Fourth Semester)

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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 is retailing?
- 2 What do you mean by consumer behaviour in retail?
- 3 What do you understand from the term 'store design'?
- 4 Where should retail stores be located?
- 5 What does retail branding mean?
- 6 How pricing is done in retail?
- 7 Define personal selling.
- 8 What do you mean by customer relationship management in retail?
- 9 Name any two online stores from India.
- 10 What do you mean by Consumerism?

SECTION - B (25 Marks!)

Answer **ALL** Questions

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

- 11 a What are the functions of retailing?
OR
b Give a short note on retailing in India.
- 12 a What is Visual merchandising? Give its importance.
OR
b Explain the importance of retail location.
- 13 a Give a note on merchandise management.
OR
b Explain the role of supply chain and logistics in retail.
- 14 a Do we need advertising for retail? If so, how it should be done?
OR
b Illustrate with examples the recent trends in CRM in retail.
- 15 a Describe the concept of e-retailing in detail.
OR
b Write short note on consumerism and ethics in retailing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the steps in consumer buying decision process in detail.
- 17 Elaborate in detail the different types of retail locations with its merits and demerits.
- 18 What are the various pricing policies and strategies adopted by a retailer?
- 19 Discuss the importance and advantages of CRM in the present retail industry.
- 20 The Concept of retailing has seen a change after the introduction of internet retailing. What are the advantages you see in internet retailing?