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

Branch -BUSINESS ADMINISTRATION (RM)

<u>RETAIL STORES MANAGEMENT</u>

Time : Three Hours   Maximum : 75 Marks

<u>SECTION-A (20 Marks!</u>
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   What do you mean by isolated stores?
2   State the need for Retail Stores Management.
3   Define Trade Area.
4   What is Retail Planogram?
5   What are the objectives of visual merchandising?
6   What are payment counters?
7   Define category management?
8   What is meant by obsolescent of stock?
9   State the functions of warehousing.
10   What do you mean by supplier fraud?

<u>SECTION - B (25 Marks)</u>
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Discuss the consequences of unplanned shopping centers.
OR
b Explain the various factors influencing retail store location.

12 a Explain the objectives of Interior and exterior store design.
OR
b Discuss different types of stores layout.

13 a What are the essentials of successful merchandising?
OR
b Discuss the advantages and disadvantages of visual communication.

14 a Explain the steps involved in retail store operating procedure.
OR
b Discuss different types of retail theft.

15 a Give an account of vendor managed inventory.

OR
b Explain Retail warehouse management process.

<u>SECTION - C (30 Marks)</u>
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Describe the Location Decision Process.

17   Discuss different types of visual merchandising.

18   Give a account of various merchandise representation techniques.

19   Discuss the duties and responsibilities of a retail store manager.

20   Explain the activities involved in Inventory management.