

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2017
(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 Define retailing.
- 2 Write any two functions of retailing.
- 3 What is retail planning?
- 4 Define store design.
- 5 What is brand?
- 6 What is retail pricing?
- 7 List out the advantages of CRM.
- 8 Define personal selling.
- 9 What is retail audit?
- 10 What is bar code?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain about the importance of retail management.
OR
b Explain the factors influencing consumer buying behaviour.
12. a Explain the trade area analysis.
OR
b Explain the types of store layout.
- 13 a Write a short note on Retail brand management.
OR
b Discuss the factors influencing retail pricing.
- 14 a Write a short note on role of advertising.
OR
b Discuss CRM advantages and disadvantages.
- 15 a What are the impact of information technology in retailing. Discuss.
OR
b Explain social & green issues.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Describe the consumer buying decision process.
- 17 Explain the various types of retail formats.
- 18 Briefly explain the various types of brands.
- 19 Write briefly about the CRM and its importance.
- 20 Distinguish between traditional and internet retailing.

Z-Z-Z

END