

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

BBA DEGREE EXAMINATION DECEMBER 2017

(S~~ec~~ Semester)

S~~co~~ or]

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

INTRODUCTION TO RETAILING

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 What is e-tailing?
- 3 What is kiosk?
- 4 Define consumer behaviour.
- 5 What do you mean by demography?
- 6 List out the contents of a label.
- 7 What is ethics in retailing?
- 8 Differentiate between life style and standard of living in a couple of sentences.
- 9 Define mall management.
- 10 What is green retailing?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain the factors that influence retail trade in short.
OR
b What is the scope of retail management?
- 12 a What are the advantages of electronic shopping?
OR
b Explain the unique features of catalogue show rooms.
- 13 a What are the methods of retail expansion?
OR
b Write a brief note on role of FDI in retailing industry of India.
- 14 a What is the role of digital media in influencing Indian shoppers?
OR
b Explain the significance of behaviour based segmentation.
- 15 a What are the components of mall management?
OR
b Explain the advantages of private labels.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Enumerate the factors that are responsible for the growth of organized retail in India.
- 17 Compare and contrast between traditional and modern formats of retailing.
- 18 Critically evaluate the challenge faced by retail industry in India.
- 19 What is psychographic profile of a consumer? How does it influence consumer behaviour?
- 20 Comment on factors affecting internet retailing in India.