

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION

RETAIL MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which is last stage in Consumer Buying Process
(i) Need Recognition (ii) Evaluation.
(iii) Post Purchase (iv) Information Search.
- 2 Identify a name, term, sign, symbol, or design a combination of them intended to identify the goods and services of one seller is ----
(i) Brand name (ii) Brand
(iii) Brand mark (iv) Corporate brand
- 3 Find the ----- is associated with creating the overall look of the stores.
(i) Store designing (ii) Store layout
(iii) Visual Merchandising (iv) Corporate brand
- 4 Who is dominated in the world retail marketing?
(i) USA (ii) India
(iii) Africa (iv) Germany
- 5 Match the E-tailing refers to -----
(i) Sale of electronic items in a store (ii) Catalog shopping.
(iii) Music store. (iv) Retailing shopping using the inter

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the function of retailing.
OR
b Analyze the consumer buying decision process.
- 7 a Classify the various types of stores layout.
OR
b Explain the trading area analysis.
- 8 a Discuss the methods of merchandising management.
OR
b Explain the factors influencing retail pricing.
- 9 a Classify the various techniques involved in sales promotion.
OR
b Discuss the importance of customer relationship management.
- 10 a Explain the legal issues in retailing.
OR
b Prepare the various types of e-tailing.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a. Enumerate the factors that affect the buyer decision process.
OR

b Elucidate the importance of retailing.

12 a Categorize the types of retailing format.
OR

b Justify the purpose of retailing planning.

13 a Classify the types of brands.
OR

b Analyze the logistics plays an important role in retail industry.

14 a Enumerate the role of advertising.
OR

b Classify the objectives of retail promotion.

15 a Formulate the different steps in retail audit process.
OR

b Enumerate the impact of information technology in retailing.

Z-Z-Z

END