

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2023
(Second Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BASICS OF RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which product are produced and marketed by companies to many retailers?
(i) National brands (ii) Local brands
(iii) Unbranded (iv) Commodities
- 2 A large building complex with a conglomeration of shops is known as
(i) Hyper Market (ii) Supermarket
(iii) Mall (iv) Co-operative Store
- 3 Pavement Vendors are categorized in
(i) Organized Retailing (ii) Unorganized Retailing
(iii) Mixed Retailing (iv) Warehouse Clubs
- 4 Which of the following is not the Service retail
(i) Brick and Mortar (ii) Restaurants
(iii) Car Rentals (iv) Banking
- 5 This is the most preferred mode through which foreign players have entered the Indian market. It is the easiest route to enter the Indian market
(i) Foreign Institution Investment (ii) Franchising
(iii) Foreign Direct Investment (iv) International Investment Position

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the importance and scope of retail management.
OR
b Describe the ethical issues involved in retailing.
- 7 a Explain the challenges in Store based retail format.
OR
b Compare the difference between television and electronics shopping.
- 8 a List out the measures of retail performance evaluation.
OR
b Explain the need and importance of retail strategy.

Cont...

- 9 a Defend sustaining relationship customer in retailing is important.
OR
b Explain consumer analysis by retailer.
- 10 a List out recent trends and development in retailing.
OR
b Explain the role of metaverse in retailing.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Enumerate the theories of retail development in retail evolution.
OR
b Elucidate the different stages in Life cycle of retail business with example.
- 12 a Highlight the different Classification of retail formats.
OR
b Distinguish different types of non-traditional retail formats with an example.
- 13 a Analyze the concept of retail economics and its impact on Indian economy.
OR
b Point out the steps involved in developing a retail strategy.
- 14 a Summarize the challenge involved in building and sustaining relationship with customer in retailing
OR
b Compare various demographics of Indian shoppers and its challenges towards retailer.
- 15 a Examine fundamental application of ERP in retail industry.
OR
b Highlight the Artificial intelligence and its impact on retailing business.

Z-Z-Z

END