

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

**BBA DEGREE EXAMINATION DECEMBER 2023
(Second Semester)**

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

INTRODUCTION TO RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Retailer is a Person who sells the goods in a _____.
 (i) Large Quantities (ii) Small Quantities
 (iii) Both a & b (iv) Only A is correct
2. _____ represents how a retailer is perceived by customer and produces others
 (i) Image (ii) Sales (iii) Profit (iv) None of these
3. _____ is a warning to potential thieves and muggers.
 (i) Insurance (ii) Security guards
 (iii) Out sourcing (iv) Credit Management
4. _____ refers to selection of retailer shop occupying space in a Mall
 (i) Positioning (ii) Zoning
 (iii) Facility Management (iv) Marketing
5. The customer or consumer is _____ when actual performance exceeds the expected performance of the product.
 (i) Happy (ii) Satisfied
 (iii) Dissatisfied (iv) Delighted

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Bring out the scope of Retailing
 OR
 b Explain the Features of Retail evolution.
7. a Outline the Characteristics of store based retail formats.
 OR
 b Show the Importance of Merchandise offered.
8. a State the steps involved in developing a retail strategy.
 OR
 b Bring out the Importance of IT in retail.
9. a Sketch out the advantages of shopping process.
 OR
 b Explain the values and life styles of Indian shoppers.
10. a Analyze the new Mall concepts in India.
 OR
 b Narrate the advantages of private Labels.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a Discuss the challenges of Retail Development in India.
OR
b Analysis the theories of cyclical and Non cyclical theories.
12. a Distinguish the television shopping and electronic shopping.
OR
b Categories the advantages of television shopping.
13. a Examine the steps involves ethics in retailing.
OR
b Discuss the 4 types of Franchising concepts in retail strategy.
14. a Summarize the Characteristics of psychographic of retailing.
OR
b Discuss the importance of Demographics segmentation in Indian shoppers.
15. a Outline the advantages and disadvantages of shopping mall.
OR
b Highlights the roles and responsibilities in retail mall.

Z-Z-Z

END