

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL STORES 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 retail location that is situated on the major traffic artery, without any other competitive retailers nearby.  
(i) Solitary Sites (ii) Unplanned Shopping Areas  
(iii) Planned Shopping Areas (iv) Shopping centers
2. Identify the geographic area that a retail store draws from, the longest drive a customer is willing to make.  
(i) Exterior-Store Design (ii) Interior Store Design  
(iii) Retail Trade Area (iv) Site Selection
3. Which of the following is not part of a visual communications program  
(i) Store name and logo. (ii) Institutional signage.  
(iii) Lifestyles graphics. (iv) Television advertising
4. When the retailer changes the atmosphere, layout, and appearance of the store to enhance the business by improving the in-store experience for their customers.  
(i) Store maintenance (ii) Retail renovation  
(iii) Operations blueprint (iv) Energy management
5. Mention the process of counting the inventory that have left in stock and reordering the right amount of stock at the right time.  
(i) Retail planning (ii) Retail controlling  
(iii) Allocation (iv) Replenishment

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Narrate the importance of store location.  
OR  
b Explain the steps involved in retail location decision process.
- 7 a State the elements of retail store exterior design.  
OR  
b Bring out the importance of planogram in retail store.
- 8 a Outline the components of retail store atmospheric.  
OR  
b Summarize the core drives of Retail gamification.

Cont...

- 9 a How do you maintain a retail store.  
OR  
b Classify the types of retail theft.
- 10 a Describe the various methods of stock replenishment.  
OR  
b How do you manage obsolescent stock in retail store.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Classify the types of retail location.  
OR  
b Examine the various factors to be considered while selecting a retail location.
- 12 a Elucidate the types of retail store layout.  
OR  
b Analyze the factors affecting the size of trade area.
- 13 a Discuss the recent technologies in retail store administration.  
OR  
b Identify the items to be found inside the retail stores as visual communication.
- 14 a Enumerate the functions of retail store operations.  
OR  
b Outline the duties and responsibilities of a store manager.
- 15 a Discuss the steps involved in retail inventory management.  
OR  
b Summarize the various methods adopted for controlling the stocks in retail.

Z-Z-Z

END