

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

**BBA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

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

RETAIL STORES MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The word retail is derived from the ____ word. a) Latin b) French c) English d) German	K1	CO1
	2	The first and foremost method of retail is ____ a) Counter service b) Self-service c) Online shops d) Cost-plus pricing	K2	CO1
2	3	The premise on which retailing activity takes place is called ____ a) Place b) Market c) Store d) Office	K1	CO2
	4	The functions of management start with ____ a) Buying b) Planning c) Organizing d) Supervising	K2	CO2
3	5	This provides the way to gather lead contact information, house it, use it for communication purposes and run reports on the data researches have collected ____ a) Point of sale b) Customer analytics c) Campaign d) CRM	K1	CO3
	6	The computerized check out is used by ____ a) Large retailers b) Small retailers c) Multi retailers d) All of these	K2	CO3
4	7	____ component allow the retailer to offer the employees safety and security a) Fixed component b) Fringe benefit component c) Variable component d) All of the above	K1	CO4
	8	Store which offers daily food merchandise ____ a) Leased departments b) Retail chains c) Convenience store d) Departmental store	K2	CO4
5	9	The overall plan guiding a retail firm is ____ a) Scenario analysis b) Situation analysis c) Sales forecasting d) Retail strategy	K1	CO5
	10	The supply chain concept originated in what discipline ____? a) marketing b) operations c) logistics d) production	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Spell out the importance of retail location.	K1	CO1
	(OR)			
	11.b.	What is the importance of location Analysis before opening any retail store?		
2	12.a.	How many types of store layout available in store design? Name them.	K1	CO2
	(OR)			
	12.b.	Write a short note on retail planogram.		
3	13.a.	What is meant by visual merchandise management? and also explain the factors influencing it.	K2	CO3
	(OR)			
	13.b.	Explain retail gamification.		
4	14.a.	Outline the key components of store operations.	K2	CO4
	(OR)			
	14.b.	Explain the retail loss prevention techniques.		
5	15.a.	State the concepts of retail inventory management.	K1	CO5
	(OR)			
	15.b.	Write a note on i) Retail planning ii) Controlling of stocks.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the types of retail location.	K6	CO1
2	17	Briefly explain the factors affecting the size of trade area.	K2	CO2
3	18	Examine the internal and external atmospherics in retail sector.	K4	CO3
4	19	Describe the types of retail theft.	K3	CO4
5	20	Discuss the process view and different strategies of a retail stores supply chain.	K6	CO5