

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

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

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

BASICS OF RETAILING

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	Retailing is a marketing function that _____ a. Sells products to other business b. Sells products to a companies that resells them. c. Sells products to final consumers d. Sells products for ones own use.	K2	CO1
	2	The concept of "retail saturation" is associated with which theory? a) Central Place Theory b) Retail Life Cycle c) Wheel of Retailing d) Retail Gravitation Theory	K2	CO1
2	3	What distinguishes a convenience store from other retail formats? a) Large store size b) Limited operating hours c) Extensive product assortment d) Emphasis on impulse purchases and convenience	K1	CO2
	4	Identify from the following that, is NOT a category of non-store retailing? a) Direct selling b) Vending machines c) Discount stores d) E-commerce	K2	CO2
3	5	What does a multi-channel retailing strategy involve? a) Selling products through a single distribution channel b) Restricting sales to physical retail stores only c) Utilizing multiple distribution channels to reach customers d) Focusing exclusively on online sales	K1	CO3
	6	The example of an internal factor in the retail environment? a) Economic conditions b) Technological advancements c) Organizational culture d) Demographic changes	K2	CO3
4	7	What demographic factor has shown a significant influence on the shopping behavior of Indian consumers? a) Age b) Gender c) Socio-economic status d) All of the above	K1	CO4
	8	What is the significance of understanding consumer demographics in retail? a) It helps retailers determine the optimal location for their stores. b) It enables retailers to tailor their marketing strategies to specific customer groups. c) It determines the pricing strategy for retail products. d) It influences the design of retail store layouts.	K1	CO4
5	9	Which of the following technologies has gained prominence in improving customer experiences and operational efficiency in retail? a) Virtual reality (VR) b) Augmented reality (AR) c) Artificial intelligence (AI) d) All of the above	K1	CO5

Cont...

	10	Show from the following, that, is NOT a common practice in green retailing? a) Recycling waste materials b) Implementing energy-efficient lighting c) Offering discounts on unsustainable products d) Using eco-friendly packaging	K2	CO5
--	----	--	----	-----

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.	Explain the importance of retailing	K2	CO1
	(OR)			
	11.b.	Demonstrate the ethical practices to be followed in retailing industry.		
2	12.a.	Develop effective strategies that attracts customers towards electronic shopping.	K3	CO2
	(OR)			
	12.b.	Identify the merits and demerits of Airport retailing.		
3	13.a.	Analyse the importance of multichannel retailing	K4	CO3
	(OR)			
	13.b.	List out the various types of retail strategy.		
4	14.a.	Apply the concepts of value and value chain in retail industry.	K3	CO4
	(OR)			
	14.b.	Identify various key strategies to improve customer service in retail industry.		
5	15.a.	Examine the trends in retail industry.	K4	CO5
	(OR)			
	15.b.	Examine the role of Artificial intelligence in retailing		

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	Examine the components to be considered in SWOT analysis of retail industry	K4	CO1
2	17	Classify store based retail formats with examples	K4	CO2
3	18	Examine the factors affecting retail environment.	K4	CO3
4	19	Categorize the demographic profile of the retail consumers with examples.	K4	CO4
5	20	Examine the merits and demerits of internet retailing.	K4	CO5