

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

EXECUTIVE COMMUNICATION

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	Communication is a non-stop _____. (A) Paper (B) Process (C) Programme (D) Plan	K1	CO1
	2	The _____ is the person who transmits the message. (A) Receiver (B) Driver (C) Sender (D) Cleaner	K2	CO1
2	3	Our dress code is an example of _____ communication. (A) Verbal (B) Nonverbal (C) Written (D) Spoken	K1	CO2
	4	Letter, e-mail telephone are examples of _____. (A) Message (B) Feedback (C) Channel (D) Encoding	K2	CO2
3	5	A circular is a form of ----- (A) Oral communication. (B) Face-to-face communication. (C) Group communication. (D) Visual communication.	K1	CO3
	6	Which of the following is not a compulsory part of a business letter? (A) Salutation (B) Close (C) Attention line (D) Body	K2	CO3
4	7	Which of the following is not a type of business letter? (A) Business enquiry (B) Sales letter (C) Quotations (D) Reference letter.	K1	CO4
	8	8. Minutes of resolutions are only resolutions ____ (A) Recorded. (B) Development. (C) Decision-making. (D) Authenticated	K2	CO4
5	9	Video Conferencing is an example of (A) Folk Media (B) Print Media (C) Interactive Media (D) None of the above	K1	CO5
	10	Which component of communication involves interpreting or understanding the message? (A) Sender (B) Message (C) Receiver (D) Decoding	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.	What are the characteristics of business communication correspondence?	K2	CO1
		(OR)		
	11.b.	What are the importance communication tools?		
2	12.a.	What are the essentials of an effective business letter?	K3	CO2
		(OR)		
	12.b.	Explain the qualities of a good business letter.		
3	13.a.	Write a memo to an employee informing him of a cut of in his salary.	K4	CO3
		(OR)		
	13.b.	What are the advantages of circular letter?		
4	14.a.	Draft an enquiry letter asking for price of computer.	K5	CO4
		(OR)		
	14.b.	Write a letter to your bank to get you necessary information about the credit standing of a firm desirous of operating a credit account with you.		
5	15.a.	Write down the golden rules for effective e-mails.	K6	CO5
		(OR)		
	15.b.	Explain the guidelines for conducting video conferencing.		

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	Explain the major process of communication.	K2	CO1
2	17	Explain the structure of a business letter.	K3	CO2
3	18	Draft a circular letter announcing the admission of a partner in a firm.	K4	CO3
4	19	Write a complaint letter for dispatch of defective goods and demand for replacement.	K5	CO4
5	20	Critically explain the role of computer in Business Correspondence.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL AND STORE OPERATIONS MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 A key driver of retail growth in India is
 - (i) Decreased urbanization
 - (ii) Increasing disposable incomes
 - (iii) Declining technology usage
 - (iv) Reduced consumer spending
- 2 The primary purpose of space management in a retail store is
 - (i) Increase store inventory
 - (ii) Maximize product visibility and sales
 - (iii) Minimize customer foot traffic
 - (iv) Improve staff efficiency
- 3 In retailing, complaints management is crucial because it helps to:
 - (i) Increase product variety
 - (ii) Improve store layout
 - (iii) Reduce the number of sales
 - (iv) Build customer loyalty
- 4 The primary focus of Operation Management is
 - (i) Increasing product variety
 - (ii) Developing new marketing strategies
 - (iii) Reducing operational costs and enhancing efficiency
 - (iv) Expanding geographic reach
- 5 What is the main criterion in vendor selection?
 - (i) Price only
 - (ii) Quality, price, and reliability
 - (iii) Geographic location
 - (iv) Number of employees

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the functions of a retailer.
OR
b Identify the challenges faced by retailers in India.
- 7 a List and explain three criteria used to assess a potential retail location.
OR
b What is visual merchandise management, and why is it important?
- 8 a Mention the main components of shopper profile analysis.
OR
b Briefly discuss the factors influencing retail shopper behavior with examples.

Cont...

- 9 a Define Operation Management and explain its importance in a retail environment.

OR

- b Explain the fundamentals of retail store operations.

- 10 a State the main objectives of store merchandise management.

OR

- b What factors influence vendor selection in purchasing management?

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Explain the classification of retail formats.
- 12 Discuss in detail the theories of retail location and how they influence a retailer's choice of location.
- 13 Analyze the challenges in retailing in India and propose strategies to overcome these challenges.
- 14 Describe the key store operating parameters and how they are evaluated to improve store performance.
- 15 Explain Retail Merchandise Management, its nature, and the process of classification, coding, and display of merchandise.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (RETAIL MARKETING)

BRAND MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1) What are new product ideas??
(i) Plan for a new item (ii) new business
(iii) New ideas (iv) brand extension
- 2) What is decoding an image?
(i) Image back (ii) uncompressed bitmap
(iii) Modern value (iv) i & ii
- 3) State the brand personalities?
(i) Service (ii) product
(iii) Mission (iv) i & ii & iii
- 4) What is brand position strategy?
(i) Unique value (ii) market value
(iii) Modern value (iv) i & ii
- 5) What are the types of brand extensions?
(i) Product extension (ii) Line extension
(iii) Customer franchise extension (iv) i & ii & iii

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6) a) What are the terms of brand management?
OR
b) Summarize the brand position.
- 7) a) State the Definition of kapferer's brand image.
OR
b) Narrate the ZMET.
- 8) a) Bring out the uses brand personality.
OR
b) Describe the brand awareness.

Cont...

- 9) a) Analyze the brand position.
OR
b) Bring out the brand equity.
- 10) a) Describe the global brand environment.
OR
b) Explain the merits of brand extension?

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11) Explain the Elements of Brand Management.
- 12) Discuss the advantages and disadvantages of brand identity.
- 13) Enumerate the tools for brand communication.
- 14) Elucidate the measures of brand Equity.
- 15) Discuss the pitfalls the brand positioning.

Z-Z-Z

END

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BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (RETAIL MARKETING)

MAJOR ELECTIVE COURSE – I : RETAIL SUPPLY CHAIN 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 view of the retail supply chain involves long-term planning and alignment with overall business strategy?
 - i) Operational
 - ii) Execution
 - iii) Tactical
 - iv) Strategic
2. Which of the following is a key benefit of effective merchandising?
 - i) Increased operational costs
 - ii) Improved inventory turnover
 - iii) Higher employee turnover
 - iv) Reduced customer satisfaction
3. What does DSD stand for in retail distribution?
 - i) Direct Store Delivery
 - ii) Daily Stock Distribution
 - iii) Dynamic Supply Demand
 - iv) Deferred Supply Delivery
4. What is a primary focus of green sourcing in retail?
 - i) Reducing procurement costs
 - ii) Enhancing product design
 - iii) Minimizing environmental impact
 - iv) Increasing supply chain speed
5. What technology is commonly used for real-time tracking of inventory in retail?
 - i) Barcoding
 - ii) Radio Frequency Identification (RFID)
 - iii) Mobile Applications
 - iv) Point of Sales Solutions

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) What are the elements of retail supply chain?

OR

- b) Define the Retail supply chain maturity.

7. a) Outline the benefits of Merchandising.

OR

- b) Explain the retail packaging.

8. a) Narrate the retail replenishment process.

OR

- b) How to managing logistics service provider?

Cont...

9. a) Show the recent trends in retail sourcing.

OR

b) Bring out the importance of Multi-channel retailing.

10. a) State the advantages of E-Tailing.

OR

b) Explain the retailing financial products.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

11. Identify the differences between Retail Supply Chain and Manufacturing Supply chain.

12. Examine the challenges of retail pricing with examples.

13. Discuss the information technology for retail distribution and replenishment.

14. Explain the functions of Return and Reverse logistics.

15. Describe the various classifications of Retailers.

Z-Z-Z

END