

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

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

RETAIL SERVICE MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Person to person interaction between a retailer and a prospective customer is
 - (i) Direct marketing
 - (ii) Automatic selling
 - (iii) Direct selling
 - (iv) Buying service
- 2 MRP stands for
 - (i) Minimum retail price
 - (ii) Maximum retail price
 - (iii) Minimum rate of profit
 - (iv) Maximum rate of profit
- 3 Which products are produced and marketed by companies to many retailers?
 - (i) National brands
 - (ii) Local brands
 - (iii) Unbranded
 - (iv) Commodities
- 4 What is not easy to change in Retail Management?
 - (i) Promotion.
 - (ii) Location.
 - (iii) Price.
 - (iv) Merchandise mix.
- 5 Shopping malls, Super markets and Hypermarkets come under which type of marketing?
 - (i) Wholesale
 - (ii) Direct marketing
 - (iii) Agent service
 - (iv) Retail

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the growth of services marketing in the current marketing trends.
OR
b Outline the expanded marketing mix for retail services.
- 7 a List out the customer expectation and perception towards retail services.
OR
b Examine the elements of consumer analysis in services organization.
- 8 a Highlights the levels of service products and its benefits.
OR
b Explain the importance of customer product knowledge and involvement.
- 9 a Discuss the Challenges for people element in retail marketing.
OR
b State the benefits of relationship marketing in service organizations.
- 10 a Examine the marketing strategies in educational services.
OR
b Illustrate the importance tourism services in India.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Design a blue print for carrying out the activities in retail industry.
OR
b Discuss the different types classification of services.
- 12 a Summaries the various stages service lifecycle in marketing.
OR
b Highlight the importance of services scape.
- 13 a Discuss the strategies adopted for service sustenance.
OR
b Bring out the importance of Artificial intelligence and machine learning in service of product.
- 14 a Summarize the steps in service blue printing.
OR
b Illustrate the customer participation in designing of services.
- 15 a Bring out the importance of health and hospitality services.
OR
b Prepare services strategy in public utility services.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(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 is not the basic reason of the importance of the retail location?
(i) Customer convenience (ii) Competitive advantage
(iii) Cost of investment (iv) Light and ventilation
- 2 Which is a schematic drawing or plan for displaying merchandise so as to maximize sales?
(i) Store layout (ii) Store Design
(iii) Retail Trade Area (iv) Planogram
- 3 What is atmospherics in retailing?
(i) The weather outside a store.
(ii) Physical elements in a store design that appeals to consumers
(iii) Assortment of products in the store.
(iv) Display of items in a store.
- 4 Indicate which is daily execution of plans and policies, from the receiving of new merchandise to following up on the customer's purchase.
(i) Retail store operations (ii) Store maintenance
(iii) Operations blueprint (iv) Store security
- 5 State the level of goods that should be maintained by retailer to avoid customer Dissatisfaction.
(i) Maximum level (ii) Minimum level
(iii) Reorder level (iv) Danger level

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Bring out the characteristics of a store location.
OR
b Classify the various types of retail location.
- 7 a Outline the elements of retail store interior design.
OR
b Explain why is retail merchandising important.
- 8 a Describe the features of retail store atmospherics.
OR
b Narrate the benefits of gamification in retail.

Cont...

- 9 a Summarize the elements of retail store operations blue prints.
OR
b Explain the energy management strategies for retail stores.
- 10 a As a retailer how will you manage the obsolescent stock.
OR
b Analyze the various steps involved in retail allocation of stock.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Identify the factors that can be considered while selecting the location for Retail store.
OR
b Analyze the various steps involved in retail location decision process.
- 12 a Categories the various types of retail store layout.
OR
b Examine the factors to be considered in site evaluation and selection.
- 13 a Enumerate the items to be found inside the retail stores as visual communication.
OR
b Elucidate the recent technologies in retail store administration.
- 14 a Point out the duties and responsibilities of a store manager.
OR
b Discuss the various retail loss prevention techniques.
- 15 a Analyze the steps involved in retail planning and controlling of stocks.
OR
b Highlight the importance of inventory management in retail.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
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**BBA DEGREE EXAMINATION MAY 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	The word Retail is derived from the -----word. a) Latin b) French c) English d) Greek	K2	CO1
	2	Which of the following is NOT a typical function of a retail store? a) Inventory management b) Customer relationship management c) Human resources management d) Manufacturing	K1	CO1
2	3	Show the retail format that requires customers to become members and purchase products in bulk at discounted prices? a) Department store b) Specialty store c) Warehouse club d) Outlet store	K2	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	In the context of the retail environment, what does "competitive rivalry" refer to? a) The competition between different industries b) The intensity of competition between rival retailers c) The collaboration between retailers and suppliers d) The regulatory environment governing retail operations	K2	CO3
	6	Identify from the following that, is NOT a component of a retail strategy? a) Pricing strategy b) Distribution strategy c) Human resource strategy d) Manufacturing strategy	K2	CO3
4	7	What impact does the growing youth population in India have on retail trends? a) Decreased demand for digital products b) Increased demand for sustainable and eco-friendly products c) Greater adoption of cashless payment methods d) Reduced interest in international brands	K1	CO4
	8	Which of the following is an example of a psychographic characteristic of retail consumers? a) Age b) Gender c) Lifestyle d) Income level	K1	CO4
5	9	What trend has significantly transformed the retail landscape by blurring the lines between physical and digital shopping experiences? a) Omni-channel retailing b) Traditional retailing c) Brick-and-mortar retailing d) E-commerce	K1	CO5
	10	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...

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.	Illustrate retail life cycle with an example.	K2	CO1
	(OR)			
	11.b.	Explain the importance of retailing.		
2	12.a.	Identify the merits and demerits of direct marketing.	K3	CO2
	(OR)			
	12.b.	What strategies does the traditional retailers has to develop to face the competition from modern retail stores?		
3	13.a.	List out the various types of retail strategy.	K4	CO3
	(OR)			
	13.b.	Classify the elements of macro environment with examples.		
4	14.a.	Identify various key strategies to improve customer service in retail industry.	K3	CO4
	(OR)			
	14.b.	Identify the impact of consumer product knowledge in purchase decision making.		
5	15.a.	Examine the importance of green retailing practices	K4	CO5
	(OR)			
	15.b.	Examine the fundamental applications of ERP 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 theories of retailing.	K4	CO1
2	17	Classify the non store retailing with examples.	K4	CO2
3	18	Analyze the steps involved in developing retail strategy.	K4	CO3
4	19	Make a survey on psychographic profile of Indian shoppers with examples.	K4	CO4
5	20	Analyze the merits and demerits of e-tailing with examples.	K4	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BBA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BUYER BEHAVIOUR

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Any individual buy goods for his end use is known as _____
a) Customer b) Consumer
c) Retailer d) Wholesaler
2. _____ is the action and decisions process or people who purchase goods and services for personal consumption".
a) Consumer behavior b) Consumer interest c) Consumer attitude d) Consumer interpretation
- 3 Primary reference groups particularly indicate _____
a) College students b) Office colleagues c) Family and close friends d) Sports groups
4. _____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.
a) Psychographics b) Personality c) Demographics d) Lifestyle
5. Which of the following does not come under the factors of store?
a) Ambient b) Architecture c) Empathy d) Colour

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Brief out the nature of consumer behaviour.
(OR)
b) Show the importance of consumer behaviour.
7. a) Explain the elements of consumer analysis.
(OR)
b) State the need for consumer attention.
8. a) What is learning? State its uses in consumer behaviour.
(OR)
b) Give a detailed account of cross cultural influence on consumer behaviour.
9. a) How does product influence consumer behaviour?
(OR)
b) What is price strategy? Explain.
10. a) Brief out channel strategy.
(OR)
a) Bring out the meaning of borderless consumer market.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Elaborate the process of consumer decision making.
(OR)
b) Elucidate the different consumer behaviour models.
12. a) Sketch the framework of consumer behaviour analysis.
(OR)
b) Outline the influence of attitude and intention in consumer behaviour.
13. a) Design and explain the strategic model for influencing consumer behaviour.
(OR)
b) Explain how the reference group and family affect buying behaviour.
14. a) "Consumer behaviour is subject to environment". Do you agree? Substantiate your stand.
(OR)
b) Examine the issues in managing promotion strategies.
15. a) Enumerate and explain the store and non store related consumer behaviour.
(OR)
b) Summarize the issues of privacy and ethics.

Z-Z-Z- END

PSG COLLEGE OF ARTS & SCIENCE
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BBA DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch- BUSINESS ADMINISTRATION(RETAIL MANANGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Customer Relationship Management is about _____
 - a) Acquiring the right customer
 - b) Motivating employees
 - c) Instituting the best processes
 - d) All of the above
2. _____ uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis.
 - a) Data survey
 - b) Data mining
 - c) CRM
 - d) All of above
3. Process of building, organising and using to build customer relationship is classified as _____
 - a) Data base Marketing
 - b) Customer data base
 - c) Detailed database
 - d) Company database.
4. E-CRM refers to
 - a) Building long term customer relationship online
 - b) Manage online customer relationship
 - c) Both (a) and (b)
 - d) None of the above
5. CRM technology can help in _____
 - a) Processing transactions faster
 - b) Developing new pricing models
 - c) Designing direct marketing efforts
 - d) All of the above

SECTION -B (15Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5X3=15 Marks)

6. a) What is CRM?
(OR)
b) Show the scope of CRM.
7. a) Outline the purpose of ERP.
(OR)
b) Narrate about SCM.
8. a) What is data mining? State its uses.
(OR)
b) Give a detailed account of the tools of CRM.
9. a) How does E-CRM function?
(OR)
b) State the benefits of mobile CRM.

Cont...

10. a) Summarize the organizational privacy concerns in CRM.
(OR)
a) Spell out the ethical considerations in CRM.

SECTION - C (30Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5X6=30 Marks)

11. a) Discuss the foundations of CRM.
(OR)
a) Describe the process of planning and managing customer loyalty programme.
- 12.a) Identify the need and benefits of sales force automation.
(OR)
b) Outline the significance of multi channel CRM.
13. a) Demonstrate the techniques of CRM.
(OR)
b) Elucidate the different models of CRM.
14. a) Discover the challenges of E-CRM.
(OR)
b) Summarize the applications of E-CRM.
15. a) Enumerate and explain the latest developments in CRM.
(OR)
b) Highlight the CRM practices in service industry.
- Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

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. Which one of the following forms of asset the brand has _____?
(i) Tangible assets (ii) Intangible assets
(iii) Current assets (iv) Fixed assets
2. What is more important in brand equity?
(i) Quality (ii) Quantity
(iii) Customer perception (iv) Customer experience
3. Which of the following is the characteristic of personality of a brand?
(i) Logo (ii) Packaging
(iii) Color (iv) Durability
4. Which of the following is considered the first step of the strategic brand management process?
(i) Building brand mission (ii) Building brand vision
(iii) Building brand objectives (iv) Building brand picture
5. Which of the following is basically getting into different versions of the same base product on the same market?
(i) Product extension (ii) Brand diversification
(iii) Market extension (iv) Line extension

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a) Explain the characteristics of brand.
OR
b) Differentiate brand and product.
7. a) Bring out the factors affecting brand positioning.
OR
b) Explain the methods of measuring brand equity.
8. a) Write note on superior brands.
OR
b) Explain about post purchase behaviour.
9. a) Describe the importance of umbrella brands.
OR
b) Outline the benefits of line brands.
10. a) Narrate the factors affecting experiential brands.
OR
b) Summarize the advantages of brand extension.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Discuss the branding challenges and opportunities.
OR
b) Analyze the anatomy of brand.
12. a) Identify the steps involved in the process of brand positioning.
OR
b) Elaborate the various brand equity models and their functions.
13. a) Discuss the consumer buying decision process.
OR
b) Examine the steps involved in selection of brand.
14. a) Enumerate the various dimensions of brand image.
OR
b) Elucidate about the methods of brand valuation.
15. a) Discuss the stages of brand image with suitable example.
OR
b) Identity a fading Brand. What suggestions can you offer to revitalize it?

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – II: DIGITAL RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Mention the e-retailing refers to _____.
(i) Sale of electronic items in a store (ii) Catalog
(iii) Music store (iv) Retailing shopping using the inter
- 2 What is a system of interconnected electronic components or circuits?
(i) Marketplace (ii) Meta markets
(iii) Electronic Markets (iv) Electronic network
- 3 Find the ----- always operate on intranet.
(i) E-commerce (ii) E-business
(iii) EDI (iv) None of these
- 4 Match the scope of E-commerce _____.
(i) Local (ii) Global
(iii) Within own country (iv) Within own state
- 5 Name a _____ is the buying and selling of goods and services through wireless handled such as cellular phone and personal digital assistants.
(i) Mobile commerce (ii) E-commerce
(iii) E- business (iv) E- retailing

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a State the scope of e-retailing.
OR
b Explain the e-retailing in detail.
- 7 a Outline the benefits of digital marketing.
OR
b Classify the various strategies in digital marketing.
- 8 a Analyze the need of integration of e-retailing for a business.
OR
b Describe the e-reviews in details.
- 9 a Show the process of e-branding development.
OR
b Develop the performance of e-services.
- 10 a Prepare the need for m-shopping of e-retailing.
OR
b Choose the various steps to digital management.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Identify the essential of e-retailing.
OR
b Examine the growth and prospects for e-retailing.
- 12 a Distinguish between traditional and digital marketing.
OR
b Highlight the various categories of e-retail product.
- 13 a Point out the major factor to understanding the E-consumer behaviour.
OR
b Discuss the limitation of e-shoppers.
- 14 a Enumerate the various e-services metrics in management tools.
OR
b Analyze the statement e-services a fourth stage of e-commerce development.
- 15 a Examine the evaluation of e- retailing in 22nd century with suitable examples.
OR
b Distinguish between m-commerce and e-commerce.

Z-Z-Z

END