

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

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