

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