

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

**BBA DEGREE EXAMINATION MAY 2025  
(Third Semester)**

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

**RETAIL STORES MANAGEMENT**

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	Retailer is a person who sells the goods in a _____ a) Larger quantities                      b) Small quantities c) Both a & b                              d) None of these	K1	CO1
	2	What is not easy to change in Retail Management _____? a) Promotion                              b) Location c) Price                                      d) Merchandise mix	K2	CO1
2	3	A Store That Stocks Particular Type Of Merchandise _____ a) Convenience b) Specialty c) Departmental d) Non Store	K1	CO2
	4	This layout is the simplest type of store layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor _____ a) Grid      b) Free flow      c) Spine      d) Loop	K2	CO2
3	5	This provides the way to gather lead contact information, house it, use it for communication purposes and run reports on the data researches have collected _____ a) Point of sale                              b) Customer analytics c) Campaign                                  d) CRM	K1	CO3
	6	Store security relates to _____ a) Personal security b) Merchandise security c) Both a & b d) None of these	K2	CO3
4	7	_____ is a warning to potential thieves and muggers a) Insurance b) Security guards c) Outsourcing d) Credit management	K1	CO4
	8	Store which offers daily food merchandise _____ a) Leased departments                      b) Retail chains c) Convenience store                          d) Departmental store	K2	CO4
5	9	What is the purpose of a distribution center in the supply chain _____? a) To produce goods b) To serve as a central point for receiving, storing, and distributing products c) To manage supplier relationships d) To handle customer returns	K1	CO5
	10	Companies manage their supply chains through _____ a) Information b) Transportation modes c) Competitors d) The Internet	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.	List out the characteristics of a retail location.	K1	CO1
	(OR)			
	11.b.	What are the factors affecting the retail location planning?		
2	12.a.	What is Interior and Exterior retail store design?	K1	CO2
	(OR)			
	12.b.	Tell out the retail store layout.		
3	13.a.	Write a short note on visual merchandising.	K2	CO3
	(OR)			
	13.b.	Explain the characteristics of visual merchandise management.		
4	14.a.	Explain the retail store insurance & credit management.	K2	CO4
	(OR)			
	14.b.	Outline the benefits of retail store maintenance.		
5	15.a.	Explain the managing obsolescent stock.	K5	CO5
	(OR)			
	15.b.	What are the procedures for replenishing stock in the retail environment?		

**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	Discuss the retail location decision process.	K6	CO1
2	17	Elaborate the growth and development of retail trade in India.	K6	CO2
3	18	Describe the recent technologies in retail store administration.	K5	CO3
4	19	Explain the duties and responsibilities of store manager.	K5	CO4
5	20	Examine the steps in retail inventory management.	K4	CO5

Z-Z-Z

END