

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

**BBA DEGREE EXAMINATION MAY 2025
(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	Find the word retail is derived from the ----- word. a) Latin b) French c) Greek d) German	K1	CO1
	2	Show the primary objective of a retailer. a) To Minimize costs b) To Maximize sales c) To Meet customer needs and wants while generating profits d) To Maximize market share	K2	CO1
2	3	Select the retail store changes format to suit the requirements of ----- a) Wholesales b) Producers c) Consumer d) Tax payers	K1	CO2
	4	Extend the retail stores offer sale of goods and services from individuals to ---- a) End-user b) Consumers c) Ultimate user d) All of the above	K2	CO2
3	5	What is the primary goal of a retail strategy? a) To increase sales b) To reduce c) To improve customer satisfaction d) To achieve a competitive advantage	K1	CO3
	6	Explain type of retail business model involves selling goods at low prices and making profits through high sales volume. a) Premium pricing b) Discount retailing c) Subscription based pricing d) Franchise model	K2	CO3
4	7	Which of the following best describe Omni-channel retailing? a) Selling products only in physical stores b) Using a single channel to reach customer c) Integrating multiple channels to provide a seamless customer experience d) Offering exclusive online promotions	K1	CO4
	8	Summarize the product knowledge impact the customer shopping experience. a) It has no impact on the customer experience b) It can build customer trust and confidence in the retailer recommendations c) It makes the shopping process ore confusing d) It discourages customers from making a purchases	K2	CO4
5	9	Recall the e-retailing refers to ----- a) Sale of electronic items in a store b) Catalog c) Music store d) Retailing shopping using the inter	K1	CO5
	10	Illustrate the Indian retail industry is currently the ----- largest in the world. a) 3 b) 4 c) 5 d) 6	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.	Explain the scope of e-retailing.	K2	CO1
	(OR)			
	11.b.	Classify the theories of retail development.		
2	12.a.	Build the various non-traditional retail formats.	K3	CO2
	(OR)			
	12.b.	Identity the different of concepts the retail parameter services.		
3	13.a.	Develop the concepts of the business model.	K3	CO3
	(OR)			
	13.b.	Construct the types of retail strategy.		
4	14.a.	Categorize the demographics of Indian shoppers.	K4	CO4
	(OR)			
	14.b.	Inspect the importance of services in retail customer.		
5	15.a.	Examine the growth for e-retailing.	K4	CO5
	(OR)			
	15.b.	List the benefits of radio frequency identification.		

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	Analyze the various stages of retail life cycle.	K3	CO1
2	17	Classify the retail store based formats.	K4	CO2
3	18	Discover the steps involved in development a retail strategy.	K4	CO3
4	19	Take part in the building and sustaining relationship in retailing.	K4	CO4
5	20	Examine the fundamental applications of ERP in retailing.	K4	CO5

Z-Z-Z

END