

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2025
(Fourth Semester)
Branch – **COMMERCE (RETAIL MARKETING)**
RETAIL AND STORE OPERATIONS MANAGEMENT

Maximum: 75 Marks

Time: Three Hours

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	Key function of a retailer is ----- a) Wholesale distribution b) Selling directly to manufacturers c) Bridging the gap between producers and consumers d) Providing financial services	K1	CO1
	2	Major challenge faced by retailers in India ----- a) High consumer trust b) Low competition c) Limited product variety d) Lack of organized retail infrastructure	K2	CO1
2	3	Store design affects ----- a) Manufacturing process b) Retail image and customer experience c) Wholesale pricing d) Employee wages	K1	CO2
	4	Why is retail location important? a) It helps in transportation of raw materials b) It determines customer accessibility and business success c) It reduces employee salaries d) It eliminates the need for marketing	K2	CO2
3	5	Retail complaints management focuses on: a) Reducing the number of store employees b) Enhancing customer satisfaction and resolving issues c) Eliminating all customer complaints d) Decreasing the number of products sold	K1	CO3
	6	What is the first stage of the shopping decision process? a) Post-purchase evaluation b) Information search c) Problem recognition d) Product comparison	K2	CO3
4	7	A system view of operations management considers: a) A business as a collection of independent processes b) A business as an interconnected system of processes c) Employees as the least important factor d) Only financial performance of a store	K1	CO4
	8	Fundamentals of retail store operations include: a) Vendor management and store security b) International trade policies c) Wholesale price control d) Bank interest rate calculations	K2	CO4
5	9	The main objective of merchandise management is to: a) Reduce product variety b) Ensure the right products are available at the right time c) Increase supplier costs d) Decrease customer demand	K1	CO5

Cont...

5	10	Value analysis in retailing helps in: a) Improving product quality while controlling costs b) Reducing customer engagement c) Eliminating store promotions d) Avoiding supplier interactions	K2	CO5
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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.	Examine the emergence of the Retailers.	K4	CO1
	(OR)			
	11.b.	Discover the drivers of Retail.		
2	12.a.	Assess the retail location Theories.	K5	CO2
	(OR)			
	12.b.	Evaluate the elements of retail shop design.		
3	13.a.	Identify about shopper profile analysis	K3	CO3
	(OR)			
	13.b.	Construct the role of retail sales force management in Customer Satisfaction.		
4	14.a.	Explain the system view of Operations Management.	K5	CO4
	(OR)			
	14.b.	Criticize the fundamentals of Retail Store Operations.		
5	15.a.	Examine the key elements of a materials Management Information System.	K4	CO5
	(OR)			
	15.b.	Analyze the nature of retail Merchandise Management.		

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	Elaborate the various functions of a Retailer.	K5	CO1
2	17	Discuss the criteria for selecting an appropriate retail location.	K6	CO2
3	18	Evaluate the strategies used to overcome challenges in Indian retailing.	K5	CO3
4	19	Analyze the process of evaluating store operating parameters.	K4	CO4
5	20	Formulate the importance of vendor sourcing and value analysis in retail.	K6	CO5