

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 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	The Wheel of Retailing theory explains: A) How retailers evolve by upgrading services and prices B) Why retailing fails in global markets C) Why wholesalers dominate over retailers D) How online retailing replaces offline retail	K1	CO1
	2	Which of the following is not a function of retailing? A) Breaking bulk B) Creating demand C) Storing and displaying products D) Manufacturing products	K2	CO1
2	3	A convenience store is an example of: A) Large-format retail B) Specialty store C) Small-format retail D) E-retail	K1	CO2
	4	One key advantage of e-shopping is: A) Limited product choices B) 24/7 shopping convenience C) Physical inspection of products D) In-person bargaining	K2	CO2
3	5	Which of the following belongs to the micro environment of retailing? A) Global economic conditions B) Competitors and suppliers C) Social and cultural trends D) Technological innovations	K1	CO3
	6	The key difference between multi-channel and omnichannel retailing is: A) Multichannel offers seamless integration of channels B) Multichannel operates multiple channels but not fully integrated C) Multichannel does not use physical stores D) Multichannel eliminates customer service	K2	CO3
4	7	Which factor most influences retail consumer decision-making? A) Production cost B) Packaging only C) Needs, wants, and preferences D) Government regulations	K1	CO4
	8	A large share of Indian shoppers belong to which age group? A) Above 65 years B) Below 15 years C) 18–35 years D) 50–60 years	K2	CO4

Cont...

5	9	A Retail Information System helps retailers to: A) Increase manual paperwork B) Store and analyze customer and sales data C) Remove inventory control D) Replace customer service staff	K1	CO5
	10	In retailing, RFID is primarily used for: A) Advertising products on TV B) Tracking inventory and preventing theft C) Designing retail stores D) Recruiting employees	K2	CO5

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.	State the meaning of ethics in retailing.	K1	CO1
		(OR)		
	11.b.	List the scope of retailing in terms of goods and services.		
2	12.a.	Describe the benefits of kiosks for retailers and customers.	K2	CO2
		(OR)		
	12.b.	Compare physical shopping with online shopping in terms of convenience and customer experience.		
3	13.a.	Apply the principles of retail strategy to suggest ways a store can attract more customers.	K3	CO3
		(OR)		
	13.b.	Apply omni-channel strategy to integrate online and offline retail for a seamless customer experience.		
4	14.a.	Apply consumer behavior concepts to design a promotional campaign for a retail store.	K3	CO4
		(OR)		
	14.b.	Use the idea of customer value to design loyalty programs.		
5	15.a.	Examine the impact of ERP on decision-making in retail operations. How does it change the flow of information?	K4	CO5
		(OR)		
	15.b.	Critically analyze the effect of AI-based recommendations on consumer buying behavior.		

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	Explain how SWOT analysis helps retail businesses.	K2	CO1
2	17	Summarize different methods of direct marketing such as catalogs, emails, and direct mail.	K2	CO2
3	18	Use market analysis to identify potential locations for a new retail store.	K3	CO3
4	19	Analyse how psychographic factors influence online vs. offline shopping preferences.	K4	CO4
5	20	Analyze the potential of metaverse retailing to change consumer-brand interaction in the next decade.	K4	CO5