

# **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

$$(10 \times 1 = 10)$$

**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

 $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	State the meaning of ethics in retailing.  (OR)	K1	CO1
	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.  (OR)	K2	CO2
	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.  (OR)	K3	CO3
	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.  (OR)	K3	CO4
	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?  (OR)	K4	CO5
	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

 $(3 \times 10 = 30)$ 

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