PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 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	Why is store location considered a critical factor in retailing? a. It determines employee uniforms b. It directly affects customer traffic and sales c. It reduces the need for advertising d. It decides supplier availability only	K1	CO1
	2	Which of the following is a key location characteristic for retail stores? a. Political party preference b. Accessibility and visibility c. Store employee age d. Product packaging color	K2	CO1
2	3	The main purpose of space planning in a retail store is to: a. Increase the size of storerooms only b. Arrange merchandise effectively to maximize sales and profit c. Reduce store design costs d. Increase employee workspace	K1	CO2
	4	The most important factor in site selection for a retail store is: a. Parking availability b. Competitor's store size c. Number of employees d. Supplier's office location	K2	CO2
3	5	Which of the following is a commonly used visual merchandising technique? a. Shelf lighting and mannequins b. Employee dress code only c. Supplier contract agreements d. Warehouse stacking methods	K1	CO3
	6	An example of visual communication in a retail store is: a. Product warranties b. Signages and digital displays guiding customers c. Employee performance reviews d. Supplier contracts	K2	CO3
4	7	The primary objective of retail store management is to: a. Increase production efficiency b. Manage customer relationships effectively c. Reduce distribution channels d. Focus only on advertising	K1	CO4
	8	Which of the following is not considered a retail store operation? a. Inventory control b. Visual merchandising c. Product manufacturing d. Customer service	K2	CO4
5	9	Which method is commonly used to track inventory in retail? a. RFID and barcode scanning b. Employee intuition c. Customer feedback forms d. Manual calculation of sales only	K1	CO5

5	10	Vendor-managed inventory (VMI) is a supply chain strategy where: a. Retailers control suppliers' inventory b. Suppliers manage inventory levels at the retailer's location c. Customers order directly from manufacturers d. Retailers ignore stock levels	K2	C05

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 how retail stores serve as a link between producers and consumers.	K2	CO1
		(OR)		
	11.b.	Describe how store location can influence customer traffic.		
2	12.a.	List any four factors that affect the size of a retail trade area.	K1	CO2
		(OR)		
	12.b.	State the key steps involved in site selection for a retail store.		
3	13.a.	Illustrate how mannequins and window displays can be used to increase sales in a fashion retail store.	K3	CO3
		(OR)		
	13.b.	Use examples to show how signages can guide customers through large departmental stores.		
4	14.a.	Apply the concept of operations blueprint to illustrate how it can streamline the customer checkout process in a retail store.	K3	CO4
		(OR)		
	14.b.	Demonstrate how energy management practices can reduce operational costs in a retail outlet.		
5	15.a.	Demonstrate how a supermarket chain can apply a vendor-managed inventory (VMI) strategy to improve stock availability.	K3	CO5
		(OR)		
	15.b.	Show how demand forecasting can be applied to plan stock levels for a seasonal product in a retail store.		

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	Differentiate between isolated store location and unplanned business district.	K2	CO1
2	17	Discuss how effective store design can enhance customer experience and sales.	K2	CO2
3	18	Examine how poor store atmospherics can affect customer dwell time and purchase behaviour.	K4	CO3
4	19	Examine various types of retail theft and evaluate the effectiveness of different loss prevention techniques.	K4	CO4
5	20	Apply the concept of ABC analysis to categorize products in a small retail store for better inventory control.	K3	CO5

Z-Z-Z   END