PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Fourth Semester)

Branch - COMMERCE (RETAIL MARKETING)

RETAIL AND STORE OPERATIONS 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	Primary focus of retail business models ------ a) Manufacturing b) Distribution management c) Product designing d) Customer engagement and sales	K1	CO1
	2	Which of the following is an international retail market? a) Walmart b) Reliance Trends c) Big Bazaar d) D-Mart	K2	CO1
2	3	Visual merchandising is ---- a) Selling goods in bulk b) Displaying products attractively to enhance sales c) Advertising through television d) Reducing inventory costs	K1	CO2
	4	Space management in a retail store refers to: a) Managing the interior layout and display arrangements b) Managing financial transactions c) Hiring new staff d) Reducing storage facilities	K2	CO2
3	5	A shopper profile analysis helps retailers to: a) Reduce inventory levels b) Understand customer preferences and behavior c) Decrease advertising costs d) Improve supplier relationships	K1	CO3
	6	Retail sales force management involves: a) Managing suppliers b) Managing store employees who interact with customers c) Setting up warehouses d) Managing wholesale distributors	K2	CO3
4	7	Operations management in retail is concerned with: a) The design and control of retail processes b) Increasing manufacturing output c) Enhancing warehouse storage d) Eliminating customer interaction	K1	CO4
	8	Store operating parameters help in: a) Avoiding inventory management b) Reducing employee salaries c) Expanding only online stores d) Evaluating store efficiency and performance	K2	CO4
5	9	Retail merchandise classification helps in: a) Avoiding customer service improvements b) Reducing store staff c) Better stock management and sales analysis d) Increasing inventory costs	K1	CO5
	10	Vendor selection is crucial for: a) Ensuring high-quality products and timely delivery b) Decreasing customer interaction c) Increasing product wastage d) Limiting product choices	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.	Construct the marketing concepts applied to Retailing.	K3	CO1
		(OR)		
	11.b.	Identify the different classification of retail formats.		
2	12.a.	Examine the importance of retail location.	K4	CO2
		(OR)		
	12.b.	Analyze the approvals and licenses required to establish a retail store.		
3	13.a.	Criticize the shopping decision process.	K5	CO3
		(OR)		
	13.b.	Criteria for major challenges in retailing in India.		
4	14.a.	List out the functional areas of retail store operations.	K4	CO4
		(OR)		
	14.b.	Contrast the major challenges faced in retail store operations.		
5	15.a.	Evaluate the objectives of merchandise management.	K5	CO5
		(OR)		
	15.b.	Explain the role of vendor selection in 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	Discuss the phases of growth of Retail Markets.	K6	CO1
2	17	Examine the key aspects of retail inventory Management.	K4	CO2
3	18	Criticize the factors influencing retail shopper behavior.	K5	CO3
4	19	Elaborate the key functions of operations management in retail.	K6	CO4
5	20	Evaluate the significance of refilling and reporting in retail store management.	K5	CO5

Z-Z-Z   END