

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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	In retail strategy, location is important because: A. It cannot be changed once chosen B. It is a long-term investment that influences competitiveness C. It is unrelated to customer convenience D. It is mainly about employee housing	K1	CO1
	2	Which factor is analyzed last in the retail location decision process? A. General region selection B. Specific area evaluation C. Site analysis D. Store employee training	K2	CO2
2	3	Which of the following is an objective of store design? A. Confuse customers to spend more time inside B. Attract customers and encourage purchases C. Minimize visibility of products D. Reduce store accessibility	K1	CO1
	4	Exterior design of a retail store mainly focuses on: A. Shelf arrangement and lighting B. Storefront, signage, and window displays C. Employee uniforms D. Billing counter software	K2	CO2
3	5	The purpose of gamification in retail is to: A. Entertain employees during work B. Engage customers through game-like experiences and rewards C. Reduce the need for store managers D. Replace all advertising campaigns	K1	CO1
	6	Which of the following is a recent technology used in retail administration? A. Manual billing systems B. AI-driven checkout and RFID tracking C. Paper-based stock records D. Face-to-face surveys only	K2	CO2
4	7	An operations blueprint in retailing mainly helps in: a) Reducing employee salary costs b) Streamlining store processes and workflows c) Designing new product lines d) Expanding into international markets	K1	CO1
	8	Which of the following is not a responsibility of a retail store manager? a) Supervising daily store operations b) Ensuring stock availability c) Designing manufacturing equipment d) Handling customer complaints	K2	CO2
5	9	Controlling stock in retail involves: A) Monitoring stock levels and adjusting orders accordingly B) Ignoring stock discrepancies C) Increasing obsolete stock intentionally D) Selling expired products	K1	CO1

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5	10	A common strategy to manage obsolescent stock is: A) Offering discounts or bundling products B) Ignoring the stock until it becomes unsellable C) Increasing purchase of the same items D) Storing indefinitely	K2	CO2
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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.	List the three main types of retail locations.	K1	CO1
	(OR)			
	11.b.	Identify the role of customer demographics in evaluating an area.		
2	12.a.	Differentiate between interior and exterior design objectives with suitable examples.	K2	CO2
	(OR)			
	12.b.	Illustrate how effective merchandising influences consumer purchase decisions.		
3	13.a.	Use examples to show how signages can guide customers through large departmental stores.	K3	CO3
	(OR)			
	13.b.	Suggest how loyalty points and interactive apps can be applied to gamify the shopping experience.		
4	14.a.	Illustrate the role of store maintenance in improving customer satisfaction and retention.	K3	CO4
	(OR)			
	14.b.	Show how a store manager can effectively balance inventory control and customer service.		
5	15.a.	Demonstrate how a retail store can apply a reorder point system to decide when to place new orders.	K3	CO5
	(OR)			
	15.b.	Apply strategies to manage slow-moving products in a retail store, such as bundling or discounting.		

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	Summarize the sequential steps involved in the location decision process.	K2	CO1
2	17	Explain the differences between convenience stores, department stores, and specialty stores.	K2	CO2
3	18	Critically examine the challenges and benefits of integrating metaverse experiences in retail store administration.	K4	CO3
4	19	Compare and contrast the role of store security systems (CCTV, alarms, guards) with preventive staff training in reducing shrinkage.	K4	CO4
5	20	Illustrate how integrating a just-in-time (JIT) supply chain strategy can reduce costs and improve efficiency in a fashion retail chain.	K3	CO5

Z-Z-Z END