

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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)

Question No.	Question	K Level	CO
1	The first stage in the retail life cycle is i) Growth ii) Maturity iii) Introduction iv) Decline	K1	CO1
2	Unorganized retail sector mainly consists of i) Big malls ii) Online platforms iii) Local small shops and vendors iv) International brands	K2	CO2
3	A store focusing on one product category is called i) Hypermarket ii) Specialty store iii) Department store iv) Discount store	K1	CO1
4	Vending machines are used to i) Produce goods ii) Sell goods automatically without salespersons iii) Export goods iv) Store goods	K2	CO2
5	The first step in developing a retail strategy is i) Implementation ii) Evaluation iii) Situation analysis iv) Control	K1	CO1
6	Patanjali's Ashtanga system consists of i) Four steps ii) Six steps iii) Eight steps iv) Ten steps	K2	CO2
7	Retail ethics refers to i) Maximizing profits only ii) Moral principles in retail business iii) Ignoring customer needs iv) Selling products at any cost	K1	CO1
8	Consumer protection laws aim to i) Protect sellers only ii) Safeguard consumer interests iii) Increase unfair trade iv) Reduce product quality	K2	CO2
9	Private labels benefit consumers by i) Higher prices ii) Affordable pricing iii) Reasonable pricing iv) Low pricing	K1	CO1
10	The emergence of malls in India is mainly due to i) Increasing urbanization ii) Rising income levels iii) Changing lifestyle patterns iv) Increased consumer demand	K2	CO2

Cont....

SECTION - B (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Describe the scope of retailing in the modern business environment.	K2	CO2
	(OR)		
11.b.	Explain the role of organized and unorganized retail sectors in India.		
12.a.	Illustrate how product mix influences the classification of store-based retail formats.	K3	CO3
	(OR)		
12.b.	Demonstrate the working of catalogue showrooms with a practical example.		
13.a.	Suggest strategies to integrate offline and online retailing effectively.	K3	CO3
	(OR)		
13.b.	Demonstrate the use of Information Technology in improving retail efficiency.		
14.a.	Analyze the process of ethical decision-making in retail businesses.	K4	CO4
	(OR)		
14.b.	Examine the importance of ethical supply chain management in retailing.		
15.a.	Analyze customer perception towards malls in India.	K4	CO4
	(OR)		
15.b.	Compare traditional shopping methods with mall shopping experiences.		

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	Assess the future prospects of retailing in India based on current trends.	K4	CO4
2	17	Compare traditional retailing (bazaar) with modern retail formats.	K4	CO4
3	18	Analyze the growth and challenges of internet retailing in India.	K4	CO4
4	19	Evaluate the role of digital platforms in promoting ethical retail practices.	K5	CO5
5	20	Critically evaluate the contribution of malls to economic development.	K5	CO5

Z-Z-Z

END