

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Second Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

INTRODUCTION TO RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Retailing creates \_\_\_\_\_.  
(i) time utility (ii) place utility  
(iii) ownership utility (iv) all of these.
2. The first and foremost method of retail is \_\_\_\_\_.  
(i) Counter service (ii) Self-service  
(iii) Online shops (iv) Cost-plus pricing
3. During each stage in the development of a retail strategy, retail managers should \_\_\_\_\_.  
(i) considers only controllable variables  
(ii) refrain from "fine tuning" the strategy  
(iii) looks for both positive and negative feedback  
(iv) considers no problems with the government to be a form of negative feedback
4. E-tailing stands for \_\_\_\_\_.  
(i) Entrepreneurial Retailing (ii) Ecological Retailing  
(iii) Electronic Retailing (iv) Efficient Retailing
5. A large building complex with a conglomeration of shops is known as \_\_\_\_\_.  
(i) Mall (ii) Hyper Market  
(iii) Supermarket (iv) Co-operative Store

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. (a) Summarize the objectives of retailing.  
(OR)  
(b) Explain the life cycle in retail.
7. (a) Explain about electronic shopping.  
(OR)  
(b) Outline the importance of airport retailing.
8. (a) Analyze the ethics in retailing.  
(OR)  
(b) Bring out the advantages of internet retailing.

Cont...

9. (a) Narrate the nature of shopping.  
(OR)  
(b) Explain about behavioral based segmentation.
10. (a) Outline the features of Mall management.  
(OR)  
(b) Explain the factors affecting Private labels.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. (a) Summarize the nature of retailing.  
(OR)  
(b) Discuss the key drivers of retailing in India.
12. (a) Explain about non-traditional retail formats.  
(OR)  
(b) Outline the advantages of television shopping.
13. (a) Examine the steps involved in developing a retail strategy.  
(OR)  
(b) Discuss about the factors affecting internet retailing.
14. (a) Elucidate the process of shopping.  
(OR)  
(b) Analyze the shopping patterns in India.
15. (a) Outline the new mall concepts in India.  
(OR)  
(b) Explain the advantages of Private labels.

Z-Z-Z

END