

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL STORE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 The graphic representation of retail function is known as _____
(i) Organizational Chart (ii) Manual
(iii) Hand books (iv) Catalogues
- 2 The final user of a purchase is _____
(i) Customer (ii) Consumer
(iii) Buyer (iv) Marketer
- 3 This is known as cyclical theories _____
(i) According theory and the wheel of retailing
(ii) Environmental Theory
(iii) Conflict theory
(iv) Survival of the fittest
- 4 Product with high market share _____
(i) Transaction builders (ii) Category Killers
(iii) Traffic builders (iv) Category capitalist
- 5 Warehousing facilities the effective functioning of _____ system
(i) Logistic (ii) Marketing
(iii) Advertisement and sales (iv) Production

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Describe the Importance of store Location.
OR
b Explain the types of Retail stores.
- 7 a State the factors affecting the size of trade area.
OR
b Narrate the elements of retail store interior store design.
- 8 a Explain the essentials of Visual Merchandising.
OR
b Bring out the Merchandise representation techniques.
- 9 a Describe the operation in retail store.
OR
b State the benefits of business energy management.
- 10 a Bring out the features of Inventory management.
OR
b Explain the advantages of Warehousing.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Categorize the good store location characteristics.

OR

b Summarize Location decision process.

12 a Elucidate the principles of retail site evaluation.

OR

b Analyze the factors affecting Merchandising.

13 a Enumerate the Types of visual communication.

OR

b Discuss the essentials of successful Merchandising.

14 a Elucidate features of store security.

OR

b Summarise the duties and responsibilities of store management.

15 a Examine principles of Inventory Management.

OR

b Discuss the vendors managed Inventory benefits.

Z-Z-Z

END