

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2022
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAILS STORES MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. A Retailer's _____ is the key to its ability to attract customers.
 - i) Location
 - ii) Promotion System
 - iii) Pricing System
 - iv) Store personnel
2. Which is not the basic reason of the importance of retail location?
 - i) Customer Convenience
 - ii) Competitive Advantage
 - iii) Cost of Investment
 - iv) Light and Ventilation
3. Physical elements in a store's design that appeals to consumers and encourage them to buy is _____.
 - i) Store atmospherics
 - ii) Store color
 - iii) Store lighting
 - iv) Window display
4. Which of the following is not part of a visual communications program?
 - i) Store name and logo
 - ii) Institutional signage
 - iii) Lifestyles graphics
 - iv) Television advertising
5. The objectives of store design consists of which among the following
 - i) Non-Consistent with image
 - ii) negatively influence consumer behavior
 - iii) Consider cost versus value
 - iv) Non- Flexibility
6. The exterior of the store covers which among the following
 - i) Store entrance
 - ii) Internal layout
 - iii) Floor covering
 - iv) Ceiling
7. The store manager is primarily responsible for _____.
 - i) Managing inventory
 - ii) Managing employees
 - iii) Cost Minimization
 - iv) All of the above
8. Shoplifter prefer retail store places where they have _____.
 - i) Ease of privacy
 - ii) Costly things displayed
 - iii) Crowd of people
 - iv) Easy Exit
9. Retail store loss prevention is commonly known as _____.
 - i) Asset management
 - ii) Inventory management
 - iii) Merchandise management
 - iv) Cash management
10. The primary reason for holding inventory is _____.
 - i) Hedge against price increase
 - ii) Ensuring continuity of selling activities
 - iii) Transportation saving
 - iv) Meeting unexpected demand

SECTION – B (35 Marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks (5 x 7 = 35)

- 11 a State the importance of store location.
(OR)
- b Summarises the characteristics location in retail.

Cont...

- 12 a Show the various types of merchandising.
(Or)
b List out the exterior display in retails store.
- 13 a Bring out the objectives of Visual merchandising.
(Or)
b Apply the tools used for visual merchandising.
- 14 a Classify the process of category management.
(Or)
b How do you ensure of store security.
- 15 a Prepare the objectives of inventory management.
(Or)
b Identify the need for warehousing.

SECTION – C (30 Marks)

Answer any **THREE** Questions

ALL Questions carry **EQUAL** Marks (3 x 10 = 30)

16. Point out the types retails locations.
17. Analyze the essential of retail store layouts.
18. Discover the various types of Display in retail.
19. Examine the duties and reasonability of a store manager.
20. Categorize the various methods inventory control.

Z-Z-Z

END